

Nothing Happens Until a Sale is Made



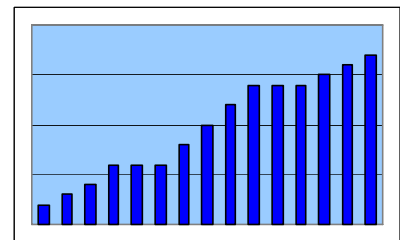
When a moderately successful business products company was offered for sale, it was purchased by new owners who realized that the company was a bargain because it was under-performing. In order to maximize their return on investment, Entrepôt was called on to design and implement a marketing system that would cause sales and profits to soar.

After assessing the current skill level and knowledge level of the existing sales force, a training program was developed. The new program used the knowledge of the existing staff and the unique capabilities of the Entrepôt team to design and present a comprehensive sales training system that accomplished the following:

- ◆ Assess the skill levels of each of the existing sales people
- ◆ Identify internal impediments to successful selling
- ◆ Identify external impediments to successful selling
- ◆ Develop new “benefits oriented” presentation materials
- ◆ Introduce a series of 8 fundamental and 4 advanced selling skills to the staff
- ◆ Build a performance measurement system
- ◆ Develop a staff compensation system that encouraged profitable sales.

The outcome was:

- ◆ Reduced employee turnover
- ◆ Reduced the number and amount of discounts offered
- ◆ Increasing the number of sales presentations
- ◆ Increasing the number of closed sales
- ◆ Increased customer satisfaction
- ◆ Increased referrals
- ◆ Increased dollars per sale by 20%
- ◆ Increased Gross Profit per sale by 50%
- ◆ Increased Net Profit per sale by 66%



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