

The perfect storm is coming!

... how will you keep your sales team afloat?

Is your sales team wavering?

The perfect storm is hitting the technology industry. Your customers hoard their cash and your sales teams report lengthening sales cycles and projects now “on hold”.

How long before some of your sales team think there is nothing they can do? How long before despondency sets in, morale plummets and revenues slump?



Now is the time for leadership!

As a sales leader, today is your supreme challenge, your moment of truth. Your team needs you right now to lead them to fight back. You must provide inspiration, fresh ideas, new techniques and better tools to get business back on track.

Need a plan? We can help!

Our five-point plan will help you rally your team, steel their resolve and get them talking the language that your customers want to hear. Here's what we recommend

1. **Roll out Benefits Mapping.** This new and powerful selling tool shows customers exactly how they will get business benefit from your offerings.
2. **Propose bomb-proof business cases.** Building on Benefits Mapping, present your customers with iron clad business cases to compel even sceptical Finance Directors to act.
3. **Remove the customer's risk.** Use Benefits Management and Risk Assessment techniques to get explicit about how you will ensure your customers get the benefits.
4. **Sell value to customer executives.** Look again at how you can sell your case, where it really matters, in the executive's office.
5. **Create a lean, mean sales machine.** Tighten up your sales process and your performance management. Improve and streamline your selling tools.

Act now!

ChangeBEAT is offering an initial consultation to make this plan yours, enabling you to lead the counter-attack and ride out the approaching storm.

*Change*BEAT



over ...

How we engage

At our first meeting we will brief you in detail on each element of the five-point plan, so we can discuss how it applies to you and your business.

Then we will use our proven *ChangeBEAT* approach to making you and your team successful

1. **Form:** where we define your unique plan in more detail.
2. **Formulate:** where we put in place everything that your people will need to succeed in your business.
3. **Transform:** where we work with you to make it all happen in your business and put your sales team right on track.

What our customers say

“*ChangeBEAT*’s work with Hitachi was outstanding! Using the new approaches and tools that they gave us, we were able to break into accounts where we had been unable to make headway at a technical level, accessing new business opportunities worth millions of dollars.”

Richard Sequeira, Hitachi

“*ChangeBEAT* did an outstanding job. I was really impressed by the quantity, the quality and the passion of the work they did. They exceeded any expectations I could have had.”

Stefano Barnini, EMC

“*ChangeBEAT* were a natural choice for Logica. Their deep understanding of the industry, their “real life” knowledge of

selling, and their professional and pragmatic approach ensured success.”

Paul Baber, Logica

“Within one month the new sales approach was already showing benefits *ChangeBEAT* did a thoroughly professional job.”

Chris Precious, NSB

“*ChangeBEAT* are as advanced as anyone I have seen in their thinking about benefits management and they have a toolset to back the thinking up. They made great use of their sector expertise and their strong consulting skills to craft a process for us.”

Steve Larkin, HDS

About ChangeBEAT

ChangeBEAT people are Technology Business Experts and Change Management Specialists. Our reputation and credibility has been built on a long track record of equipping businesses for success. We know what it takes to keep your sales team selling hard, even when the going gets tough.

Act now!

This is only the beginning! By the end of the recession many technology companies will be fatally weakened, or have ceased to exist. Only the quickest to adapt will survive and grow their market share.

For your initial consultation, email info@ChangeBEAT.com or call us on the number below.

