

Sales Resource Associates

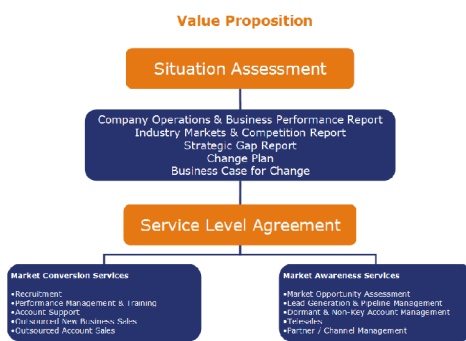
Sales Resource Associates provides a service developing innovative solutions to sales issues covering the complete sales process on a tactical and strategic basis.

Solutions designed to save costs and improve revenue.

SRA provide solutions for market awareness and market conversion, recruitment, development.



Value Propositions



Singularly or in combination, SRA deliver Market Conversion and Market Awareness services in the context of a Service Level Agreement embodying the strategies, tactics and KPIs determined during Situation Assessment. Shared Risk and Reward Modelling of service provision ensures the delivery of cost benefits and a positive, timely ROI.

Continuous Improvement, achieved through an ongoing process of Performance Reporting and Optimisation, assures the achievement of planned revenue milestones, objectives and benefits.

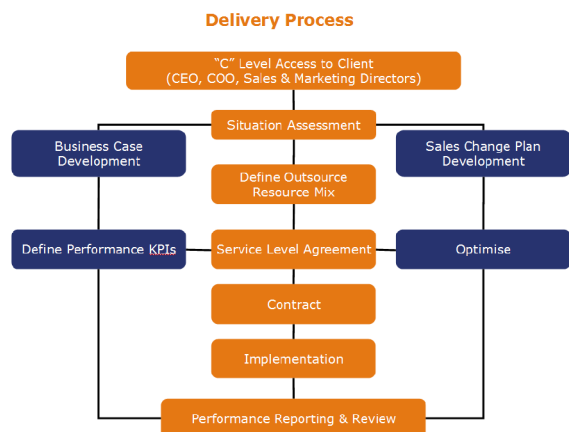
Delivery Process

Sales Resource Associates develop tactical and strategic solutions to sales issues through a rigorous consulting methodology.

This enables SRA to deliver innovative sales and marketing support solutions to their clients whose organisation benefits from increased revenues with reduced management and cost burdens.

Company Operations & Business Performance

- Report Company Performance Document
- Products Services Customer and Channels Analysis
- Business Opportunities and Issues List
- Report
- Current Sales Operations Maps
- Sales Organisation
- Current Projects Document
- Company Culture Assessment
- Company Capability Assessment
- Stakeholders Expectations and Analysis



Delivery Process cont./

Industry, Markets & Competition Report

- Porter Five Forces Analysis Report
- Corporate Positioning Statement
- Competitor Analysis
- Competitive Strength Assessment
- PEST Analysis Report
- Industry Key Success Factors

Business Case for Change

- Outsource v In-House Sales teams
- Project Justification

Strategic GAP Report

- Company Purpose Statement
- Company Vision Statement
- Motivating Context
- SWOT Analysis
- Strategic Imperatives Statement

Change Plan

- Components
- Market Awareness
- Market Conversion
- Sales Process - Target Selling
- Key Performance Indicators

Contact Us

Sales Resource Associates Ltd

Atlantic House
Imperial Way
Reading
Berkshire RG2 0TD

Tel: +44 (0)1189 036 025

Fax: +44 (0)1189 036 100

Sales Resource Associates Ltd

15 The Metro Centre
Toutley Road
Wokingham
Berkshire RG41 1QW

Tel: +44 (0)1189 774 446

Fax: +44 (0)1189 036 100

Email: info@salesresourceassociates.co.uk

Web: www.salesresourceassociates.co.uk