

# Is YOUR sales team performing at the required level?

# ...not really!



## Put your best person on your best opportunity ...not your biggest problem!

Is your best sales rep now struggling at being your Sales Manager?  
**STOP!** Put them back with their customers and let us do it for you!

**Do you want:**

- Expert Sales Management on call!
- To keep your best customers happy?
- To lift your sales team performance?
- Your staff to get the Direction, Motivation and Leadership they deserve ?

Sales Staff are best managed by a seasoned professional..

**Turn the page and see what we can do...**



## THE OLD WAY

Take the best Sales Rep - **who is good at selling** -  
And put them in charge of their former colleagues.

### Will they?

- Know what to do?
- Deal with problems quickly?
- Be respected by the reps?
- Think like a Manager?
- Motivate the team?

### What if?

- Your customers don't like it?
- The staff don't like the change?
- The Manager takes it easy?
- Your expenses spiral?
- The Manager isn't on your side?
- The Manager can't do the marketing, training and support you need?

The needs below are going to apply whether you have a Sales Manager or not, or want one – or not.

### Does anyone do these at the moment? Who could?

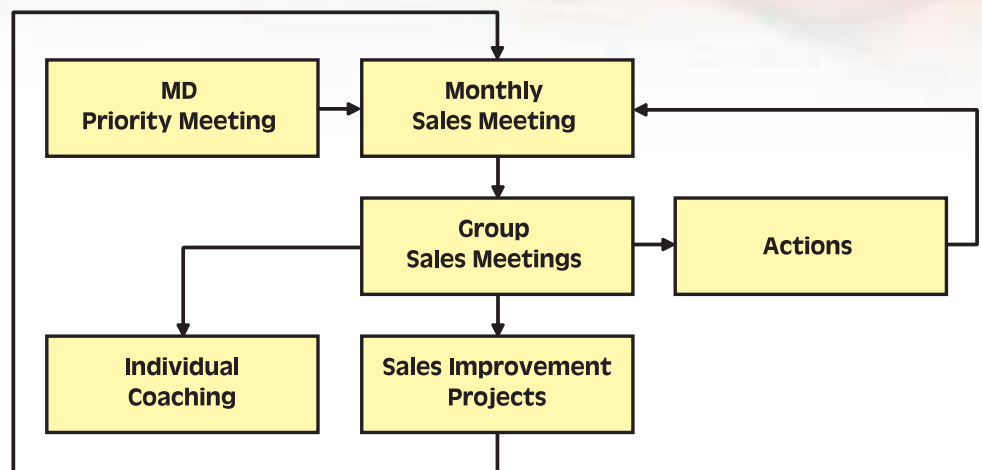
- Plan prospecting – get new customers?
- Aggressively pursue the big sale?
- Manage your marketing?
- Train and motivate your sales staff?
- Check productivity and control expenses?
- Check the sales data – see what could be better?

**And we help with Budgets, Recruiting, Marketing**

# THE BETTER WAY

Keep your best guys and girls looking after your **biggest, brightest and best customers.**

Get the best guys for the job managing your Sales team – like this:



## Where's the Return On Your Investment?

A Sales Manager costs...

- 1 A salary of \$65k
- 2 A car at \$15k all up (petrol, tyres, insurance, lease)
- 3 Cell phone, lap top, ACC, travel costs of another \$10k

You pay over \$8,000 per month for 11 effective months – and that's before sick days, special leave and Friday afternoons!

That's a lot compared to Sales Mgmt from The BMC costing between \$2,400 and \$4,800 per month.

- Your Sales Manager **does not** need to be your best Sales Person
- Your Sales Manager **does need** to be someone who can manage the Sales function and the people.
- Your best Sales Person should be where they can make you the most money – which is in front of the customer
- And your Sales can be managed by external experts who know how things should be done best.

The BMC is a group of ex-General Managers who provide assistance in all areas of business management. They know the theory AND they have the experience.

They do this by providing... **Support** (doing it for you)  
**Skills transfer** (showing how to do it) or  
**Motivation** (creating a route with a set of targets)

---

**CAPABILITY PRACTICES (function based improvement):**

Sales:	Sales Trg, Sales Mgmt, Sales for Growth
Marketing:	Mktg Planning, New markets & Products
Production:	Operations Mgmt, Productivity
Innovation:	Innovate! Innovating into New Markets!
Supply Chain:	Deliver in Full on Time to Spec
Sustaining Business:	Admin, Financial and Logistics Mgmt
Business Management:	Plans, Goals and Roles; Making it Happen!

**MATURITY PRACTICES (situation based improvement):**

<input type="checkbox"/> Buying a business	Due diligence
<input type="checkbox"/> Starting a business	Feasibility studies, business plans
<input type="checkbox"/> Growing a business	Growing sales, capacity and systems
<input type="checkbox"/> Rescuing a business	Restoring market share and profitability
<input type="checkbox"/> Leaving a business	Exit planning, management structures
<input type="checkbox"/> Selling a business	Preparing and marketing businesses

---

We make time for you...

Time for you to sell

Time for you to grow

Time for you to enjoy

**Now is the time to call - so don't delay**  
**Make time for you & ring The BMC today**