



## **Evelly Enterprises LLC**

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### **Sales Tune-Up**

Tune up your Sales Team to be sure they are firing on all cylinders! Our mission is to help businesses of all kinds perform as effectively as possible; to grow sales. We can help small businesses perform in a more focused manner, allowing you to better compete against big business. We provide training, motivation, and support; and we help you set a system in place for your Sales Team, your Customer Service Team, and Management ... to help you increase sales.

#### **1. Complete Sales Tune-Up**

**\$7,000.00 per month – typically 4 months**

A four-month process that provides a complete tune-up of the sales organization. We work closely with your sales organization and leadership to put in place a good process for selling and for managing the sales team.

1. We begin by meeting with Leadership to talk thru a Diagnostic Checklist of current practices.
2. We then talk thru the Diagnostic Checklist one-on-one with Sales Execs.
3. Follow-up action recommendations are provided based on the Checklist feedback. Possibilities?
  - a. Review with Leadership possible changes to Sales Pipelines for each Sales Exec.
  - b. Possible changes in format of Marketing Plans (Sales Pipelines for each).
  - c. Work with CRM to create Sales Pipeline report.
  - d. Work with Leadership to setup monthly Sales Pipeline review calls with Sales Execs.
  - e. Sit-in on Pipeline calls to offer suggestions and ask prompting questions.
  - f. Work with Leadership to develop Drip Campaign to stay in front of all prospects.
  - g. Work with Leadership to determine cadence and purpose for Sales Team meetings/calls.
  - h. Sit-in on Sales Team calls to offer suggestions and ask prompting questions.
4. We provide on-site Sales Training (one-day).
  - a. Alternatively, we can do this remotely on a series of sequenced calls with the Sales Team.
  - b. After the training we can provide workshops on Messaging, Differentiators, etc. as needed.
  - c. After training we provide Leadership with a "Sales Minute" email every 2 weeks that can be passed along to the Sales Team to keep key principles top-of-mind.
5. Sales Playbook development
  - a. A complete booklet of best practices for the sales organization, incorporating many of the components from the training.
  - b. We then provide a roll-out of the Sales Playbook to the Sales Team (on-site or phone).
6. Other ...
  - a. We can provide other Sales, Sales Management, and Customer Servicing services as needed.

Throughout the four-month period we are available during regular business hours to take one-off calls from Leadership or individuals on the Sales Team. Total time allocation not to exceed 10 hours per week.

## **2. The On-Call Sales Mechanic**

**\$5,000.00 per month**

Month-to-month basis. Available to work alongside Leadership and the Sales Team as called upon. Total time allocation not to exceed 6 hours per week. You determine the nature of our involvement which can include such things as:

1. Workshops by phone.
2. Sit-in on calls, offering suggestions, ideas, feedback, etc.
3. Bi-weekly "Sales Minute" reminders to keep best practices at the forefront with the Sales Team.

## **3. Mini Tune-Up**

**\$5,000.00 (one-time Sales Training)**

One-day on-site Sales Training provided as a one-off module. Includes the following work sessions.

1. Sales Messaging.
2. Differentiators and the Value Proposition.
3. Sales Pipeline monitoring and movement.
4. Developing Case Studies / Testimonials.
5. Developing Competitor Analyses.

## **4. Preventative Maintenance**

**\$5,000.00 (one-time cost)**

A one-month program, typically done some time after the complete tune-up or training to keep the sales organization running smoothly. Prevents lapsing into a condition of rough idling.

1. Throughout the course of the month we provide mini-workshops by phone on Sales Messaging, Differentiators, the Value Proposition, Case Studies / Testimonials, Competitor Analyses.
2. If a Playbook was created this is an opportunity to update and refresh the Playbook.

### **For all service options ...**

- \* Expenses additional: Auto travel at IRS rate from Wilmore KY, hotel, meals, other as approved.
- \* Customized work plan can be created for businesses with smaller Sales Teams.
- \* Payment Terms: First month due prior to start date. Subsequent amounts due prior to start of each new month.
- \* For one-time events: 50% due prior to start date. Remainder due 30-days thereafter.
- \* Call-in number to be provided by customer when needed.

Rev. 3-15-2019