

Sales process improvement with sales kits and improved review frameworks



Our client was a leading financial services BPO focusing on Mortgage, Banking verticals

Business Challenges

The client had a sales team managing different verticals, but value-proposition across verticals was not clear. Sales kits were not well defined

Solution

Across different engagements, what value have they added to clients. This detailed exercise was conducted to come up with a clear definition of offering set, messaging definition & sales kit

- The sales kits were made available and through several sessions, with sales people, the value-prop delivery to potential clients was refined
- Clear review frameworks were defined to measure sales performance

Benefits

- Sales engagement was far more structured with collateral available across the various stages in the sales lifecycle
- Review frameworks helped make the sales process far more accountable and transparent, improving performance overall

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Having clearly defined sales kits across all our products/services helped a lot in the sales process

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SVP, Marketing
at a leading financial services BPO

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About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels. We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.

