



As businesses grow, there is constant pressure on sales to perform better. However, with most organizations, sales growth begins to slow down beyond a point. It is here that you need to bring in significant sales process improvement, in combination with alignment of marketing strategies.

The exact need for sales process improvement could vary from company to company and can touch varied topics like compensation, review frameworks, goal setting, sales effectiveness trainings etc.

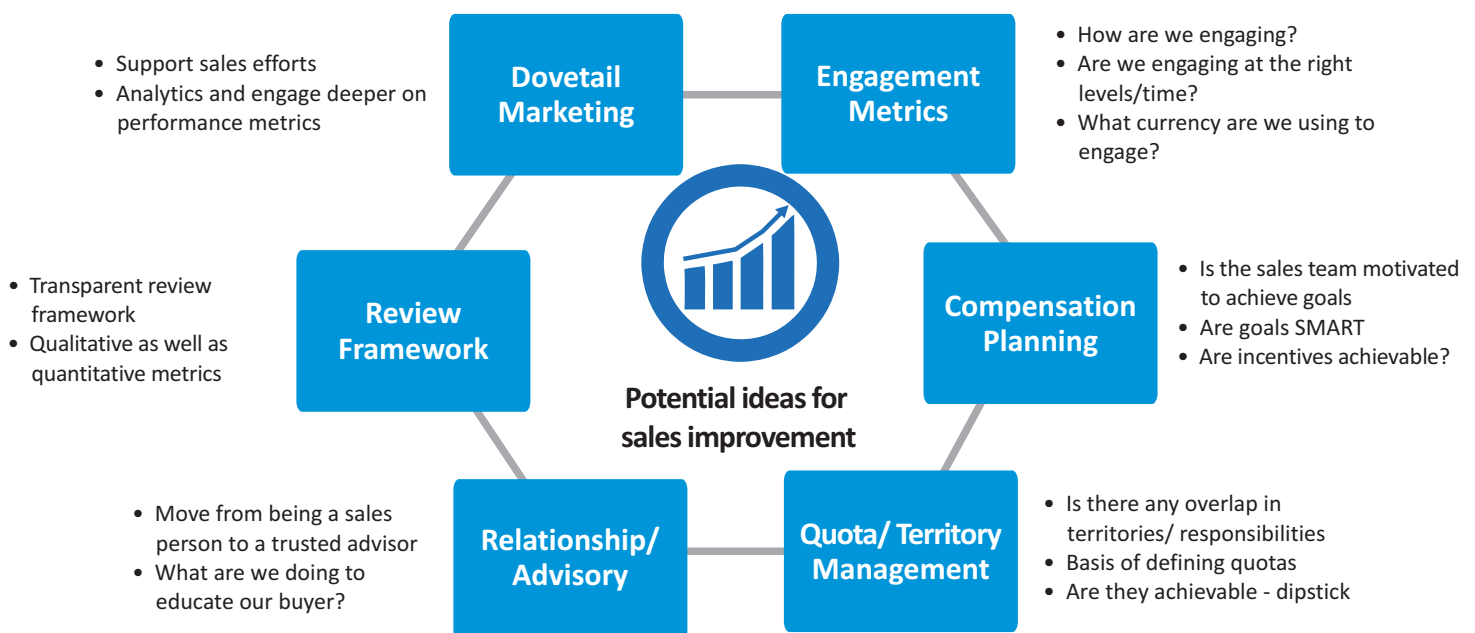
Xenia Consulting, through its sales process improvement services helps identify the right levers that need to be tweaked and helps you through the entire sales process improvement journey.

What we do

Through initial consulting workshops, Xenia helps identify the areas that need attention. Applying best practices and taking into account the current organization culture, we move to suggest sales improvement mechanisms that will make sense for your organization.

We do not stop at just giving suggestions, but help you in the entire journey of sales process transformation.

Services Portfolio



Engagement Model

Each business has unique requirements. The engagement is structured in a manner so that we understand your expectations clearly and work in a manner so as to meet these expectations. Shown below is a typical engagement model (can vary based on engagement)



“Clarity in goals and a transparent review framework focused on goals achievement helped a lot to streamline our sales efforts

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*AVP Sales
at a leading payroll outsourcing
company*






Why Xenia

- Rich experience in Sales & Marketing
- Clear focus on sales performance monitoring and improvement ensuring success to your business growth
- Sales training, sales kit definition and creation of complete sales support framework, managing your business objectives
- Efficient tracking and continuous improvement

Benefits

- A robust process to manage predictable sales growth across the organization
- Proven success in account penetration
- High rate of sales rep retention (particularly top performers)
- Sales expense ratio lower than peer group companies (i.e., companies with comparable sales)

Contact Us

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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.