



brook
consultancy

Implementing
Business Support
Interventions to
Facilitate Change

Sales Process Design



brookconsult.co.uk



Brook's team of specialist consultants work with your business to help you to improve your sales structure, generate more leads and improve conversion rates.

Our consultants work with you to build a flexible, dynamic and bespoke sales process that delivers results by allowing your team to adjust their approach, meet buyers' needs and gain interest in your products from the very beginning.

We Deliver Outcomes

Brook work with you to ensure your sales process optimises the quality of your customer's experience.

We Make You Stand Out

We ensure we optimise your sales process to ensure your customer engagement differentiates you from your competitors.

We Align

Brook ensure that there is a clear alignment of your sales strategy to your company's growth strategy and that your sales operation is staffed with the talent and resources required to succeed.

Format of Delivery

We start by getting to know your organisation via deep-dive sessions into the functionalities of your processes and current levels of process consistency within your sales operation.

Consultancy sessions can be in the form of facilitated team meetings, one to one coaching sessions or process mapping interactive workshops to understand current levels of process awareness.

Ideas will be discussed, challenged and tested to establish a robust implementation/action plan.

Brook Consultants work heavily with your sales teams, but also with other departments to raise awareness of this specific department to ensure an internal, joined-up approach is followed.

The delivery will be bespoke to business needs and sessions will be dictated by participant availability, recognising their commitments to the ongoing management of the business.

Delivery will be on business premises or digitally via any online meeting platform such as Teams or Zoom.

Business Benefits

Brook will help you to map out your optimised sales process map to ensure a consistent process is not only followed but controlled. Brook will help you reduce costs of sales by defining a process bespoke to your business and give the process manager confidence in process control and reporting to get the most from their operation. Brook will implement a robust process that provides your business with a high standard of service to your customers which will drive conversion rates in the right direction.

For more information:

enquiries@brookconsult.co.uk or call: (01226) 240 435

©Brook Corporate Developments Limited 2022



brook
corporate developments

**Brook Corporate
Developments Ltd**

The Business Village,
Innovation Way,
Wilthorpe,
Barnsley,
S75 1JL

Telephone:

01226 240435

Email:

enquiries@brookconsult.co.uk

Web:

brookconsult.co.uk

brookconsult.co.uk