

Sales Process Development



Renew or revamp your existing sales processes, strategies, structure, and tactics to ensure business development success.

 Annually

WHY

The Importance

- Identify what's holding your sales team back
- Optimize your business development efforts
- Identify commonly-overlooked issues such as gaps in opportunity, overlap in responsibilities, or barriers
- Increase membership and/or sponsorship sales for your association

HOW

The Approach

- Audit your current sales processes and strategies
- Conduct in-depth interviews with your sales team
- Evaluate utilization of CRM and reporting needs

WHAT

The Value

- Streamlined processes, strategies, and tactics
- Consistent reporting
- Sales team alignment and division of responsibilities
- Increased dues and non-dues revenue



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Big Red M is an industry-leading consultancy for associations seeking revenue growth through sales and strategy. Annually, our company adds millions of dollars to the bottom lines of our clients.