

Sales Development

Driving Top-Line Growth

MRC's Professional Business Advisors work to understand clients' unique sales needs, and then offer a mix of providers and products tailored to help them tackle challenges and make the most of sales opportunities.

- *Sales Strategy, Action Planning, and Sales Channel Management* bring MRC resources to bear on planning and delivery efforts; we help clients enter the market with the right partners and winning methodologies.
- *Sales Process Improvement and Sales Skills Building* enable continuous growth and development—necessities in today's volatile marketplace.

Sales Strategy & Action Plan

Effective sales planning is a critical component of every business growth effort. Too often, small- and moderate-sized firms ramp up sales *activity* without first exploring the most productive ways to *apply* that energy. MRC helps clients to clarify market realities and then assists with the development of plans to make the most of core strengths.

Sales Channel Management

MRC understands the full scope of channel management needs. We help develop the right network of distributors, manufacturers representatives, or direct sales agents. Also, we guide your customers to the most appropriate sales outlet: Internet, brick-and-mortar, business-to-business representatives, and other avenues.

Sales Process Improvement

Building on our expertise with Lean manufacturing, MRC brings process improvement to the sales arena. After defining key elements in the existing sales processes, our staff collaborates with clients' sales management, (and third-party providers when needed) to understand the cause-and-effect relationships at work. This enables insightful decision-making, and dramatically improves top-line performance.

Sales Skills Building

MRC offers a wide variety of customized, skill-building programs—from “Solution Selling” to improved sales call planning and presentation skills, and others. In conjunction with refined sales processes and focused planning, we guide organizations to meet or exceed sales goals.

“The best attribute of the *Sales Development* project was the way it enabled us to focus on the sales process; we're now moving forward with efforts to grow our top line.”

- Dick Bashore, President, Reading Electric