PROFITABLE CHANNELS

Differentiation * Trusted Advice * Effectiveness * Influence

The Profitable Channels Multi-Channel Selling Tool

The Profitable Channels Multi-Channel Selling Tool helps improve sales results by better engaging customers, energizing salespeople, and enabling your sales process. Our unique and customizable selling system helps every customer facing employee in your organization sell more consistently and effectively by:

- Directly supporting every step of your customer engagement process – from initial contact to discovering customer needs to delivering relevant advice and cross selling solutions – not just targeting and opportunity management.
- “Industrializing” your process for consultative selling and delivering trusted advice to customers by packaging the proven best practices of your top salespeople into easy to use tools that allow any employee to call effectively.
- Making it simple for every customer facing employee in your organization to quickly learn to ask the right questions, identify top customer needs and recommend relevant advice and solutions to customers.
- Ensuring the consistent execution of your sales model across channels by “programming in” your unique sales process, cross sell logic, and customer profiling criteria into easy to use selling tools.

The Profitable Channels Multi-Channel Selling Tool offers a comprehensive set of selling features that “fill the gap” between marketing systems that target sales suspects and CRM systems that keep track of sales opportunities:

Our system supports solution selling by arming salespeople with a needs based diagnostic questionnaire system that makes it easy for your them to ask the right questions, naturally identify and discuss customer pain points, profile client potential, and generate a customized plan of action.

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Our system makes cross selling easy by automatically generating customized advisory reports and customer “pitchbooks”. These naturally map the discussion of client needs to problem solving recommendations, each of which supported by actionable advice, relevant solutions and sales instructions.

Our system helps your salespeople generate more client interest by arming them with promotional assets like web videos, landing pages and interactive e-mails that make it easy to contact clients and prospects, open doors, generate meetings and deliver compelling new ideas to clients.

Customer Engagement Process

Reasons to Call → Sales Diagnostic → Customer Advice → Sales Follow-up Resources

Integrated Channel Communications, e-learning & Support Resources

Client Profiles And Opportunity Tracking Scorecard

Program Administration Systems & Support

Our system helps your team make follow-up sales calls by arming them with relevant advisory content and product recommendations that directly support the action suggestions in the customer plan, generates follow on meetings and help position your salespeople as thought leaders.

Our system integrates with your targeting, content management, eLearning and channel communications platforms to put your training, messaging and advisory assets to work when it matters most: when salespeople initiate calls, profile clients, deliver advice, and cross sell.

Our system includes an administration layer to make it easier to update and evolve your selling program to address changing client needs, fresh reasons to call, new promotional themes, additional client deliverables and relevant client solutions.

Our system integrates with your existing selling infrastructure – including CRM systems and sales process methodologies to track sales outcomes at every step of the sales process, including: contacts, leads, profiles, quality calls, referrals, and permission to call again.