

ABeam's Sales Operation Assessment Service

We Support the Entire Transformation of Sales Operations

Sales departments today are facing more challenges than before. With markets becoming more saturated, and information technology becoming more advanced making employment mobility a common practice, Sales representatives are spending more effort in customer retention and customer acquisition than before. It is essential for the organization not only to pursue efficiency in their current operations but also to seek out efficiencies at a granular level, to achieve the overall long-term vision of the organization.

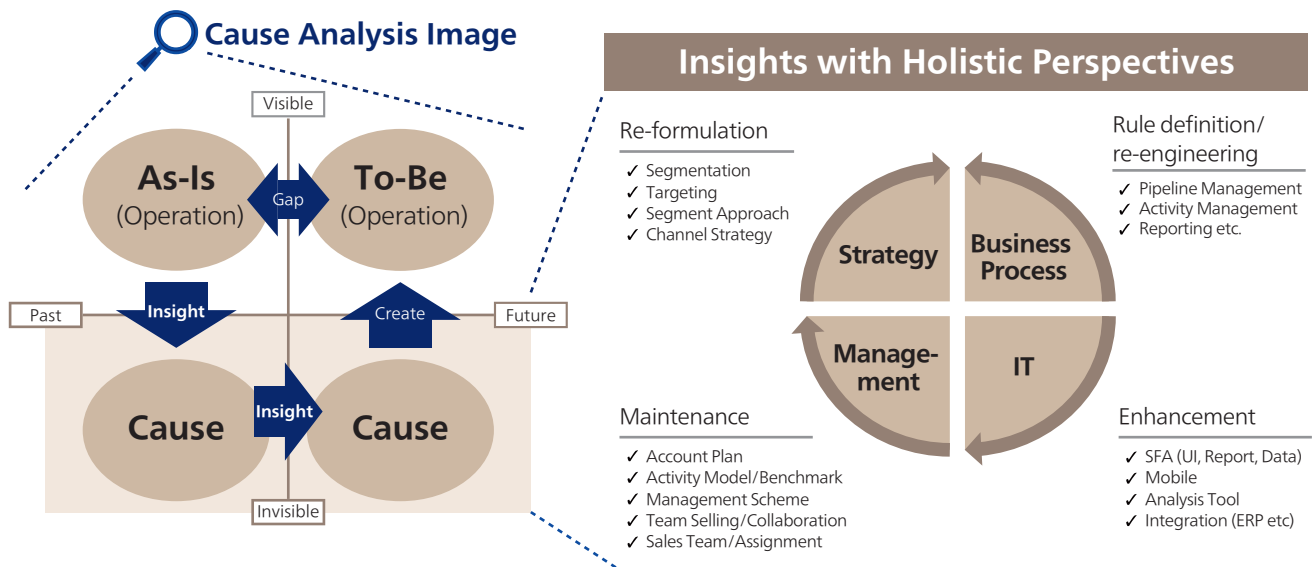
Challenges of the Sales Department and Our Service

Our Sales Operation Assessment service supports formulating the transformation process.



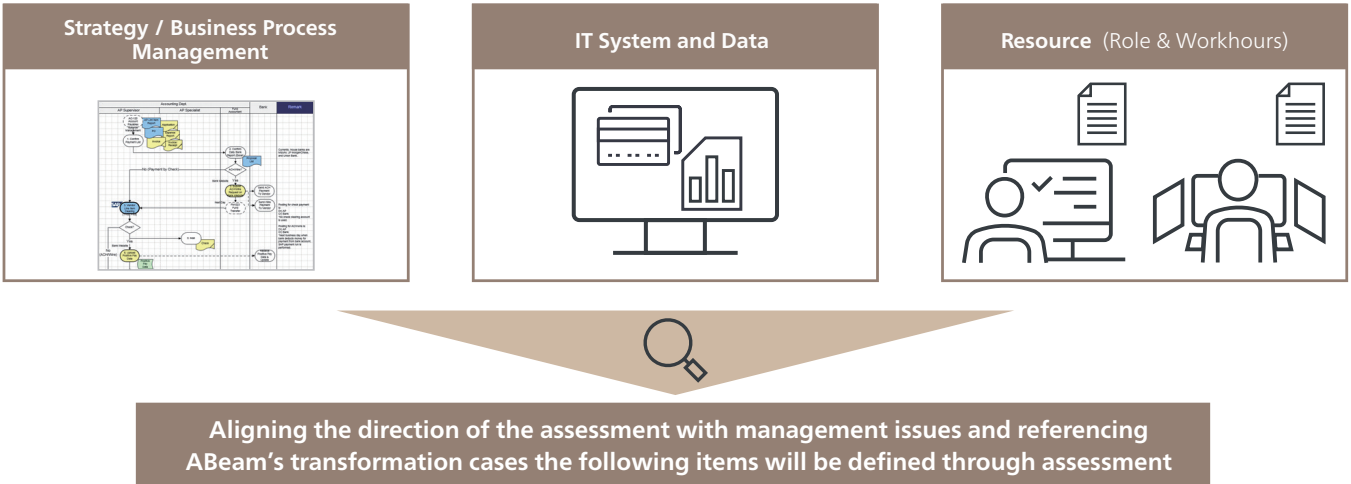
Value Provided by ABeam Consulting

The Sales Operation Assessment results in proposed solutions which fall into four categories based on cause analysis and insights from our vast consulting experience.



Our Approach

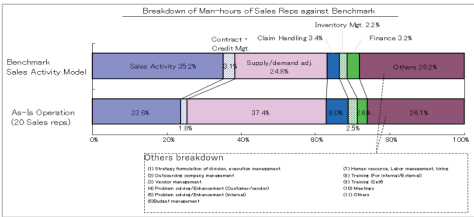
The ABeam Approach is a Holistic Assessment that identifies critical factors to enable successful transformation. Before identifying optimization opportunities, we need a complete understanding of the organization’s current state. ABeam develops a thorough understanding of current practices through the analysis of procedures, technologies, and resources.



Main Deliverables

ABeam identifies improvement points through extensive analysis performed by our consultants who possess a wide range of sales operation experience. Our mission is to provide a sustainable road map of specific steps that will have an immediate impact on current sales operations and future expansion.

Gap Analysis on Benchmark Sales Activity Model



Decision Matrix

	Working Hours	Labor Costs	Reduction Cost	Other Benefit	ROI
Solution 1					
Solution 2					
Solution 3					
Solution 4					
Solution 5					

List of Improvement Points and Solution Proposal

No	Issue Overview	Solution	Priority
1	Current process/system is not catching up on latest market trend	Change rule and process based on latest needs (e.g. Change scope of entry)	High
2	There are opportunity losses due to account information not fully collected	2-1) Establish process and system to collect information per account 2-2) Integrate web marketing and utilize in sales activities	Med
...		...	

Example

ROI Projection to Measure Improvement Point

