

Columbus®

# Sales Optimisation Assessment

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# Increase revenue, customer retention and customer satisfaction with Dynamics 365 for Sales

Today's technology can help you drive selling to new heights. Information about businesses and people is available at your fingertips and combining social selling skills with more formal methodologies can yield much higher sales conversion rates. This means big improvements in customer satisfaction with you and your brand.


This workshop and assessment will help you better understand the wide range of techniques and tools available to the modern sales-focused brand. Ultimately, this will help you manage your sales pipeline and accuracy.

Every business has a subtly different way of working with their customers, but this assessment program will examine your individual circumstances. In doing so, you'll receive the tools needed to optimise your selling processes, from lead generation through to closing the business, winning the sale and converting the prospect to a customer.

This will then help you establish processes for managing your customers so you can segment customers and help them in the right ways, making them more positive about buying from you again when the time is right.







**Enable smarter selling**

From contextual AI-driven insights that recommend personalised talking points and best next actions to enhanced lead and opportunity scoring, your sales team will be able to accurately focus their efforts.



**Improve conversion and win rates**

Accelerate deals with minimised manual tasks, boosting sales team productivity and supporting streamlined opportunity management and accurate pipeline reporting.



**Build relationships with personalised engagements**

Drive more personalised and meaningful engagements with LinkedIn Sales Navigator integration and increased visibility into when and how prospects react to sellers' emails.



**Create more personalised buying experiences for your customers to maximise your marketing results**



**Unify systems and create end-to-end processes, solve and automate complex issues and gain real-time insights**



**Empower your sales agents with tools that help to prioritise the right prospects, build relationships and increase sales**

## Columbus Global's Assessment based approach will consist of two main sessions, with a break for lunch and preparation.

The morning will focus on discovery – allowing our consultants time to understand your current approach to sales, and the USPs that make your business different to other competitors.

The afternoon will then use your USPs, merging these with modern techniques to put together a suggested best practice approach to sales. This will be a good start for you to drive improvements in remote Service Delivery across your business.

### Morning: Discovery, USPs and Consensus - 2 hours

- Understand the way your business operates
- Talk through the USPs that you have
- Understand the current priorities and challenges
- Identify the key initiatives that will support these objectives
- Start to identify and highlight initiatives to bring in the highest value in the shortest time

### Afternoon: Best Practice Selling - 2 hours

- Best practice contact management today for your business
- Sales Management – leads, prospects, segmentation and really understanding your customers
- Reporting - learn the art of the possible and how this can be made to fit your business
- Discuss and plan how to deliver the changes that would optimise the sales business
- Deliver an assessment together of current business state vs art of the possible

**Next steps:** Book your free consultation with one of our industry experts today.

## Contact:

Do you want to know more about how we can help you?

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## About Columbus

Columbus is a global IT services and consulting corporation with more than 2,000 employees serving our customers worldwide. We bring digital transformation into your business and position you to thrive far into the future.

We are experts in designing, developing, implementing, upgrading and maintaining digital business applications that help your business succeed in the digital transformation. Our consultants have experience in developing businesses in many different industries all over the world.

We offer a comprehensive solution portfolio with deep industry knowledge, extensive technology expertise and profound customer insight. We have proven this through 30 years of experience serving more than 5,000 customers worldwide.

Let us help you realise the full potential of your business.