

# ***Sales Efficiency Audit***

## ***1 or 2 day engagement***

---

### ***Happy Customers are OK. What about a happy Sales Team?***

#### *What is the engagement?*

A practical one or two day study by our experienced, external and independent Sales Auditors. We have no axe to grind, no political baggage and no career ambitions in your company. We can provide:

- a complete, intensive and rapid audit of the sales function
- a robust and repeatable methodology for comprehensive review of all aspects of customer facing resources
- a report highlighting strengths and areas of improvement
- a post-audit implementation plan with on-going "policing"
- the truth – even if it hurts.

#### *What are its objectives?*

To provide your organisation with a repeatable sales measurement methodology that matches your organisation's culture, supports its mission statement and complements its current business objectives.

#### *What topics are explored?*

- Are your sales results to expectations or hopes?
- Is your sales team of the highest quality?
- Is there effective marketing support behind the sales team?
- Is there a key constraint to the business?
- Are sales support resources used to maximum effect?
- Does the sales management system work effectively?
- What are the 3 key sales problems to fix?
- What is not broken and doesn't need fixing?
- Where is the most important area to invest resource?
- Where can you get unbiased skilled advice and assistance?

*"It was not until we accepted your cool hard look at our sales operation that we realised we could do more, more quickly and more cheaply. That was a result" (CEO, Packaging Manufacturer)*

---

For more information call Oroza Ltd. 01276 300101 or email [skills@oroza.com](mailto:skills@oroza.com) or visit [www.oroza.com](http://www.oroza.com)

**Oroza Limited**

PO Box 774, Camberley, Surrey, GU16 9XQ