

Raymond Business Services LLC.

Sales Diagnostic and Business Planning Brochure

“Increasing Profits and Work Satisfaction for the Business Owner”



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Primary Services

Sales Diagnostic, Business Planning, and CRM Review

Planning and support for new product or service launches.

Increasing the number and quality of qualified leads

Improving the productivity and profitability of Inside and Field Sales Teams

Increasing market share through superior customer service

Web Site upgrade and Search Engine Optimization. (provided through affiliates)

Upgrade of financial monitoring and reporting processes.

Business Valuations, Exit Planning, and Sales (provided through affiliates)

Industries Served

Existing manufacturing and distribution

Sales and Business Planning for Start-ups

Software, Information, and IT services

Professional Partnerships and LLCs in Tax, Law & Engineering.

Scientific Instrumentation

Mergers and Acquisitions

Medical Service Firms

Auto Dealers

Real Estate Brokers

A note from the owner:

For many years I provided lead generation services to professional sales teams working in Industrial Products, Financial Services, Software, and Mergers and Acquisitions.

My primary responsibilities were to create custom lists of high level prospects and to create the first appointments with well screened prospects for partner level sales professionals.

During this time I worked with different industry sectors, sales teams and cultures. Over time I became involved with all aspects of the prospecting, sales, account expansion, and customer service cycle, culminating in six years of work as VP of Sales and Marketing for an Industrial Products company.

I have learned key lessons about sales prospecting, training, customer service, management, and business planning.

I believe there are basic blocking and tackling kinds of upgrades that will help any company to increase the productivity and profitability of their inside and outside sales teams, better position a company in their competitive market, and clarify their business planning decisions.

There is nothing fancy about these processes, nor do they call for substantial outlays of capital.

The general direction of my work process is to draw a clear focus to basic business fundamentals and to implement those business fundamentals very, very well.

I look forward to meeting you and learning more about your company and getting a better sense as to what you feel is needed to increase profitability, overall company stability and satisfaction, and to lower stress for you and everyone in your company.

Cordially,

Will Raymond



Business Planning and Forecasting



Not so surprisingly, given the number of hours business owners work, many business people do not have a good detailed three to five year plan. Time is short, yet better planning is needed.

All this adds to stress.

When you develop a three to five year business plan that does make sense you can get a better idea as to how to approach all of the important decisions before you and your company.

When you have a business plan that is clear, it will lower stress for you and your team and thereby improve everyone's performance and creativity.

It is not that a business plan is some rigid model that you cannot change. Rather a good business plan gives you a context in which to make decisions when business conditions change.

The act of writing or revising a business plan is a way to think through a wide range of details related to any important decision.

Business planning actually frees up a tremendous amount of new energy.

It will become much clearer as to which issues you can afford to spend time and money on and which issues will have to wait until next quarter or next year or even further down the line.

You will also have a clear set of attainable goals that you can monitor how well you are doing month by month and quarter by quarter.

As you begin to develop enhanced monitoring of early and late stage pipeline stages you will also have better forecasting tools to get a sense as to what the income and expenses for the next 1-2 quarters will be.

All of this will also give you a better sense as to the full cost of products and services as you study gross margins, cost of sales, and net profits as you ponder what to do about pricing of goods and services in your competitive marketplace.

All of this will lower stress, generate profits and increase work satisfaction.

New Customer Prospecting

Early Stage Pipeline Management



In uncertain economic conditions it is important to make sure that every sales person is making the best use of their prospecting time and making the best quality contact with each prospect.

There are ways to better train sales people to be more effective at deciding how they develop new lists of prospects to call upon and to develop polite approaches when they call so they are more likely to engage the prospect in a consultative conversation.

Whether you are offering a service or a line of products this process is the same.

There are ways to better train sales people in the art of listening and asking questions so that the prospect will tell you what they are really thinking, and whether they have any real interest and need and any money in their budget to buy what is being offered.

The language skills, work ethic, personal confidence, time management, value added knowledge base, and personal attitude of each salesperson are key.

New Customer Acquisition

Middle Stage Pipeline Development



Once real first contact has been established with a prospect the time comes for the first meeting by phone or in person with that prospect and the first RFQ or Contact Proposal with them.

If the right tone has been set and the right relationship set in the prospecting stage then that tone and relationship will carry through in the first meeting or substantive sales conversation whether first contact happened by telephone rather than in person.

In either case the presentation needs to be the best quality possible.

Reviewing the nature and style of the first presentation and the supporting materials used is important. Further uncovering the real need and strength of motivation of the buyer needs to happen as does a deepening of trust and confidence in the mind of the buyer.

Is there room for improvement in the sales presentations you and your people are making?

Sales Support and Customer Service



It is important that the resources available to help sales people develop quotes, proposals, engineering documentation and monitor deliveries be as efficient as possible.

Wasted energy with very inefficient processes, late deliveries, and poor customer service support all end up consuming salespeople's time. Instead of expanding existing accounts and looking for new ones the sales people are scurrying to get the customer what they need of that which was promised to them.

Furthermore when a salesperson is not getting the support from the company needed to meet customer expectations and company commitments this impacts attitude, motivation, and enthusiasm.

While is true that a bad salesperson causes a lot of problems for a good company, bad support for good salespeople is the single greatest waste companies can make.

There are limits as to how much support you can afford to give to the sales team, however that support which is given needs to be as good as possible. The attitude of the support staff and in house colleagues also needs to be as positive as possible. The marketplace is difficult enough. Salespeople need to know the company is on their side 110%

This is especially true of customer service whether it relates to billing, warranty, deliveries, or needed contract or engineering documentation.

What are your salespeople really thinking?

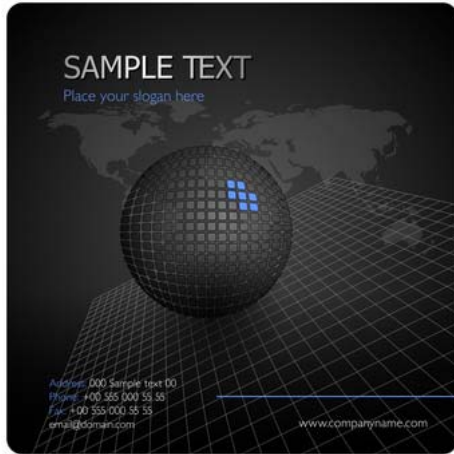
What are your customers are really thinking?

We can help you fix those problem's you can afford to fix and at to develop a timeline for those aspects of sales culture that need upgrades but which cannot be afforded now.

All of this leads to retaining key salespeople and customers.

All of this strongly impacts the ability of your company to generate referrals.

“There are clear ways to increase the number and quality of referrals that are coming out of your customer based and these referrals are the best margin business you can have.”



The company web site is a critical channel for lead generation and customer service.

Perhaps your company web site is already the best it can be in terms of search engine optimization, ease of use, and conversion of visitors to quote requests and new business.

Then again perhaps modest or significant changes are needed.

What is happening with your competitor's web site?

Do they have a larger budget for Google Adwords or other online campaigns?

Is your company positioned to be a knowledge leader in your marketplace, one of the sites people in your business go to get the information and industry resources they need?

Is your web site too slick for your customers?

Or does it have an embarrassing, "Home Grown" and "not yet ready for prime time" look to it.

How much of your business comes in through the web? Is that percentage flat or growing?

No one wants to spend more money on their web site than they need to, but having a realistic budget that matches up with what your competitors are doing and a high grade process for ongoing upgrades is important.

The same is true for other forms of electronic or print advertising and the companies marketing pieces and catalogues.

What upgrades can you afford to make?

Where will you find the time for these time intensive projects?

Business Sales and Exit Strategy

What is your short or long term plan as to when you will sell your business whether to outsiders, partners or family members? Will it be in the next 3-6 months or the next five to ten years?

What do you need to do overtime to enhance the salability and value of your company?

Selling a business is much more complicated process, in general, than any other major transaction. It is important to have done the spadework so when you are ready to sell you have built a company that matches up with what prospective buyers want and will pay top dollar for.

In general it does not make sense to sell a privately owned business unless there is a strong reason to do so, whether that strong reason is business related or personal.

When you do sell, what is the right price?

How will the buyer finance the purchase of the company? Will you have to finance a substantial portion of the sale?

Do you have a well developed description of the company, the markets you are in, and the opportunities going forward that are credible to an intelligent buyer?

How can you keep the company sales process confidential so that neither employees nor customers are informed before they need to be?

When the time is right to think about these questions, we can help you prepare the company for sale and help with the process of selecting the right business broker or merger and acquisition team who will be able to accomplish your goals. We can provide valuable assistance with the valuation and pre-sale planning strategy and with referring you to the right intermediary to help you obtain a premium value for your company.

Furthermore we can provide valuable assistance as to which business broker or merger and acquisition specialist is the right one for your business.