

business & sales consulting

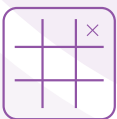
Whether your organisation delivers products or services (or both), the marketplace has never been more complex. Do you go direct, or indirect? Do you try to work both simultaneously? What about the new, e-commerce based channels of distribution? What do these choices mean for the type and style of salesforce you employ? How do you maximise your marketing spend in pursuit of leads and awareness?. Once these choices are made you then need to ensure the best fit and optimum performance of your salesforce - both against internal targets and also against your competition. The Business and Sales Consulting operation at Merit is geared towards helping clients in their efforts to reach more prospective customers, work more effectively with their prospects and maximise their 'Routes to Market' and revenues. We deliver value from the most strategic to the most tactical levels...

Jim Irving has operated in a variety of Sales, Sales Management, Marketing, Marketing Management and General Management/Directorships in different markets. He has a proven track record in turning round non-performing organisations. He has substantial experience in auditing and coaching organisations towards better performance. Jim is a Fellow of the Chartered Institute of Marketing (FCIM) and has spoken on these subjects at many seminars and conferences. Most recently he was a guest speaker at the UK 'RTMA' (Routes to Market Association) conference - talking on the subject of 'gaining unfair mindshare' in the market. Change is almost the only constant in business today, nowhere more than in sales and marketing activities - and Jim Irving is the Visiting Lecturer on this subject to the Napier University MBA programme. If you operate a customer-facing organisation with a need to compete and to add value then Merit can help you meet your goals and outperform your competitors.

Services. Merit Consulting works within client organisations to help them answer and act on the above questions - and many more. In addition to general consulting support, Merit offers a range of specific services:



Contribution Selling. In conjunction with Exceed we deliver this leading range of modules covering initial workshops, sales Plans/Methodology, Business Development Plans, Sales Managers 'Toolkits' and a Business Led Project Methodology. These modules add tremendous value independently, but as a series they create an environment and culture geared towards consistent efficient, effective success. Indeed the confidence that we can make a significant contribution to your business, means the relationship with clients is often based on a 'payment by results' model.



Sales Strategy. Merit will work with you to refine and improve your overall strategy. This work can cover all aspects of analysis, from product/capability basics to 'hands on' support for the sales organisation as they move to a value-based model.



Sales Force Audit. Merit will work with you to review sales force performance and capabilities and then recommend and/or implement improvement plans. This is a simple, quick service to help you make better planning decisions around your salesforce and their environment



Route to Market Consulting. There are many choices to be made as you face your target market. All direct sales? All indirect sales? A mixed sales model? How to optimise sales and build customer satisfaction? How to deal with real or potential channel conflict? What about the use of the newer e-commerce channels? Merit can work with you to help you analyse where you are today and then to decide on the best approach in moving forward - and implement it.



Marketing. Balanced marketing activity serves to build momentum, increase awareness, drive direction and support the sales effort. Whether in PR, guerrilla marketing ('unfair mindshare'), product marketing or campaigns and promotions - Merit can increase your effectiveness!

Merit Consulting delivers straightforward, logical advice and support based on a unique set of skills and experience. Contact us for more information and an initial chat...