

Sales Management... The best defense is a good offense. Get out of the minor leagues and see how the pros do it.

The Romano Consulting Group's sales management program is designed to drive sales growth by setting up processes to manage a customer-driven team and monitor the correct attributes that drive that growth; average sale and close rates. Other factors contributing to the success of the system are examined such as; goal setting, observations, performance standards and training programs.

Goal Setting

A system is created to formulate bottom-up goals for each sales associate to provide excellent motivation, in that they tie their professional performance to their personal financial goals. Using this method, the sales manager is in a position to help them achieve goals they have stated themselves, rather than trying to force them to make the store's goals. Our tools show daily traffic, transactions and sales volume necessary to reaching goals.

Performance Tracking

Our sales tracking system displays traffic, close rates and average sale for each sales associate. More importantly the information presents the management team with a scorecard to increase the performance of the entire team.

Performance Standards

Standards are created to set the amount of sales that a sales associate cannot drop below without consequences. Along with performance standards, is a process by which performance is monitored and poor performers are coached.

Counseling Commitments

Method of holding sales associates accountable when sales volume dips below performance standards. This is a documented scorecard displaying support needed and time required to increase the performance level to at least the standard.

Professional Selling System

Our team implements a selling strategy, training sales associates on the most effective behaviors in handling a customer from greeting to follow-up.

Sales Training

A sales training program is created to develop an effective and high-performing sales team. Sales training encompasses more than just product and sales knowledge; it helps the salesperson learn all aspects of the business from proper paperwork to installation.

Observation and Coaching

Sales Managers are trained to observe and coach sales behavior out on the floor. When it is time for one-on-one meetings with each salesperson, the sales manager is then prepared to comment on how the salesperson can improve performance.

UPs System

Our team works with managers and sales associates to establish a system to properly rotate customers among sales associates.

Needs Analysis/Qualifying Form

Forms and systems are created to be used by sales associates in asking the right questions and establishing trust with customers. These forms are designed to, in less than two minutes, gather all information necessary to meet the total needs of the customer.

Outside Sales Initiatives

Our team works with management to identify the numerous outside sales opportunities. Customer priorities are established, programs and tracking tools are created and marketing materials are designed to professionally attract outside prospects.

"I've spent many years as a sales person and sales manager and have worked with some of the best Sales Managers and Sales Processes in corporate America, and I can say with confidence that Romano Consulting Group's approach and system is top notch...A great investment of my few discretionary dollars."

- Dave Parkhurst, Northwest Carpet One and Old Town

Offerings:

- Sales Management PhD Training Program (co-branded with CCA Global)
- Remote Sales Management Training/Coaching
- Onsite Sales Management Consulting