



Creating a high-performance sales management system

High-profit producing sales organizations are characterized by the ongoing emergence of individuals who attain the kind of advanced business skills typically associated with senior executives. These sales teams become hotbeds of learning—dynamically sharing market expertise and powerful selling methods

At Sky Road, we begin with an exploration of the how the sales organization learns successful selling strategies and tactics. We do a collaborative analysis of the ways sales people master account knowledge and form strategic relationships.

We also look at the relationships that sales managers have with individual salespeople and their ability to determine the scope of sales opportunities, collaborate on strategic planning, and effectively engage senior executives within the publishing organization. And we examine the ways the sales team acquires selling expertise and market knowledge and how managers facilitate team learning from individual experience.

When we have gathered the relevant information, we share our perspectives on what's working and recommend ways to improve your ability to turn audience intelligence into sales, marketing and product development success.

We will offer solutions that either you can execute yourself or we can collaborate with you to implement.