

Vendor workshop

Turbocharge your sales

Even the best sales processes need periodic updates. Jinfo Consulting applies our buy-side knowledge directly to your pipeline and processes, through an efficient, proven process including:

- Analysis of your target market against our industry benchmarks
- Comparison of your sales materials to our research on pain points, purchase triggers and customer vocabulary
- Critique and recommendations on your sales presentation(s)
- Skills training for sales teams on consultancy-based sales.

In less than three months (and sometimes as little as one month), we can help you turbocharge your sales pipeline and processes.

How it works

We start with a short intake interview, to better understand how you describe your customer base and target market. We walk through a series of questions on your USP, main sales channels and specific problems you want to solve.

Then, through three online workshops, we provide your sales leadership with insight, training and tools to tweak and reframe your process and materials through a customer-centric lens driven by Jinfo's research.

One of the three sessions is dedicated to a live critique of your sales presentation: a member of your sales team delivers the presentation, and Jinfo's analyst provides immediate feedback and recommendations for improvements.

Following each session, you get:

- One-page cheat-sheet of key insights - easy for your sales people to refer to and use
- Detailed notes for sales managers - full commentary and suggestions for next steps to continue directing and guiding the team.

You'll also get:

- Detailed markup/commentary of sales deck you provide for session 2
- Commentary on up to 4 pieces of sales collateral
- Final report with recommendations.



"During a busy period of new sales growth, Jinfo Consulting provided critical capabilities and capacity to supplement our team. They worked directly with our project manager and other suppliers to feed the sales process with qualified leads, provide practical feedback on sales collateral, and contribute input on competitive position and other factors."

*Leigh Walters, Chief Revenue Officer,
TRG Screen*

[More testimonials](#)

Contact Jinfo Consulting

Claire Laybats
Head of Commercial
Development
claire.laybats@jinfo.com



01784 605000

<https://web.jinfo.com/go/consulting/>