



Sales Team Assessment Service

Overview

MI Sales Team Assessment Service helps manufacturers, distributors and resellers perform an assessment of the current situation of their channel and/or customer account sales teams. The Sales Team Assessment Service is at the core of the discovery phase in the process of helping clients ensure their sales teams and processes are aligned with the products and solutions they offer, and the markets they serve. Ultimately, our goal is to help manufacturers, distributors and resellers improve their positioning in the market and drive sales growth.

Assessment Services	
Definition	<p>MI Sales Team Assessment Service helps manufacturers, distributors and resellers perform an assessment of the current situation of their channel and/or customer account sales teams. The Sales Team Assessment Service is at the core of the discovery phase in the process of helping clients ensure their sales teams and processes are aligned with the products and solutions they offer, and the markets they serve.</p> <p>This program is the first step in a series of programs designed to help manufacturers, distributors and resellers identify the best marketing channels for their products and services, and align the company, sales team and processes with the markets they serve to ensure market and financial success.</p> <p>Ultimately, our goal is to help manufacturers, distributors and resellers improve their positioning in the market and drive profitable sales growth.</p>
Program Components	<ul style="list-style-type: none">• Company Management and Sales Team Surveys• Management and Sales Team Observation and (In-Person) Interviews• Company Situation: Current Organization, Strategy, Offers, Markets• Sales Team: Current Organization, Processes, Focus, Performance• Sales Team Assessment: Recommendations
Program Results	<ul style="list-style-type: none">• Sales Team Assessment: Current Situation Report• Recommendations: Action Items and Next Steps

Target Market(s)	<ul style="list-style-type: none"> Manufacturers, Distributors and Resellers that want to grow in the emerging markets of the Americas.
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Core Regions / Markets	Caribbean Central America Colombia Mexico USA
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