

## **Business Enhancement Solutions**

**Business Enhancement Solutions** (BES) - B2B Sales Mentoring, Revenue Growth and Process Improvement.

**Business Enhancement** includes:

- Increasing your profit by analyzing and improving existing business processes.
- Boosting your revenue by enhancing the sales and marketing performance.
- Discovering unknown issues and/or solving known or discovered issues.
- Detecting cost cutting potential which improves business processes.
- Change management and turnaround management.
- Special tasks on demand.

Achievements:

- Doubled the profit of a manufacturer by changing the sales channels resulting in larger sales volumes, higher revenues and lower sales costs.
- Identified cost saving potential.
- Analyzed specific U.S. market segments including full competitive analyses based on products, services and features, preferred sales channels, price structures, etc. and provided the sales tools to start the company's U.S. business.
- Managed the turnaround of a company's financial performance from a multi-million dollar loss into a multi-million dollar profit. Reorganized its three business units, closed a loss generating business and substantially increased the profit of the remaining business units.

Fee structure:

The process to achieve measurable results takes between 2 and 12 months. BES's work is based on a flat fee for the time of appointment.

BES will provide an initial screening of 3 - 5 hours for an interested client company in Northern New Jersey free of charge.

**B2B Sales Mentoring** for sales executives and/or sales professionals targets at:

- Boosting your revenue by winning up to 50% more sales projects with the same number of sales professionals.
- Winning key sales projects in your competitive market.
- Improving the effectiveness of the sales and marketing teams.
- Allowing price increases for your products and services in the market.

B2B Sales Mentoring for sales executives and/or sales professionals includes:

- Generating value based and financially convincing presentations for your customers' C-level executives.
- Measuring both, the Professional Sales Process and the Relationship Management Process to detect and correct deviations in any phase of the B2B sales process.

- Fighting competition without the need to sacrifice price.
- Using one of five available sales strategies and selected fight tactics.
- Precision forecasting.
- Market Management.

#### Achievements:

- Spearheaded securing a five-year contract for the Siemens business unit handling the largest key customer “German Telecom” worth more than \$100 million in revenue with stiff competition from well known international competitors.
- Boosted revenue and the position of an architecture firm in North Carolina in its extremely competitive market.
- Increased the sales margin of the Siemens business unit “Communication Systems for Hospitals” by a multi-million dollar amount. The business unit manager was promoted as a result. Mentored the 6 branch office managers and the sales professionals for 12 months and coached them to win their most important sales projects.

#### Fee structure:

The B2B sales mentoring process to achieve measurable results takes between 4 and 12 months. BES's work is based on a flat fee for the time of appointment.

BES will provide an initial screening of 3 - 5 hours for an interested client company in Northern New Jersey free of charge.