

SALES STRATEGY & MANAGEMENT

“Our sales team is more focused, our processes are streamlined, and our revenue has increased by 25% in six months. We’re setting and reaching goals, and I finally feel like I’m managing my team effectively.”

President, SC Food Manufacturer and Distributor

SCMEP helps clients develop, refine, and optimize their sales strategies to increase revenue, improve customer retention, and drive long-term sales success. Our services include each of the following:

Sales Strategy Development

- Create data-driven sales plans to maximize market penetration.
- Define clear sales goals and performance metrics.
- Align sales efforts with business objectives for sustained growth.

Sales Team Optimization

- Evaluate and improve sales team performance.
- Develop effective sales training programs.
- Implement best practices for lead generation and conversion.

Market Positioning & Competitive Analysis

- Identify key differentiators in a crowded marketplace.
- Conduct thorough competitor benchmarking.
- Develop compelling value propositions that resonate with buyers.

Sales Process Improvement

- Streamline sales workflows to reduce inefficiencies.
- Improve customer engagement and sales conversion rates.
- Implement CRM and sales automation tools for better productivity.

Sales Leadership & Management Consulting

- Train and coach sales managers for better leadership.
- Develop incentive structures to motivate top performance.
- Improve communication and collaboration between sales and other departments.

Contact your SCMEP RVP
for more information.

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