

The first step towards a world beating sales strategy?

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The news has been full of less than promising economic predictions for the remainder of this year, but there is one prominent company that seems untouched by the doom and gloom and who it is will come as a bit of a surprise.

The luxury car division of Rolls Royce announced that its West Sussex factory has reached the highest rate of production since its opening in 2003.

With sales up 200% in the first half of the year, and demand so strong that all models of their vehicles are sold out until at least September, Rolls Royce has found a way of drawing an increasing number of potential customers into their sales process, or "sales funnel", during one of the most difficult economic climates in recent history.

Rolls Royce cars happen to be one of the few consumer products that can afford such a bottleneck, at least in the short term, in their sales funnel as the shortage of supply will no-doubt fuel additional demand. Something most firms could not hope to mirror.

Source: BBC.co.uk



Unclog those sales bottlenecks!

To be able to monitor the effectiveness of any sales strategy an organisation needs to have an efficient sales funnel model for moving their potential customers from prospects to paying consumers.

But one thing that's guaranteed to impact on your bottom line is when delays occur. Now these may be because of your own internal systems or down to your potential customers, but to clog up the sales process can have a knock-on effect throughout your pipeline.

Our article [Unblocking those pesky sales funnel bottlenecks](#) has been written for all those who wish to discover how to maintain a steady flow in their sales



Creating your sales funnel!

Strategising for sales success is an article we've written to expose the inner workings of the essential corporate tool known as a "sales funnel".

If you would like to discover how a sales funnel works to optimise your sales processes, to learn more about its uses and how most companies only tap into a fraction of its potential, and to find out how to stop the funnel leaks that rob you of the conversion rates you should be achieving, then this is a must read article for you



Tip of the Month

Sales funnel success comes not only from the sheer number of potentials entering the top of your funnel, but also from your ability to make the most of them when they are in your sales process through maximising your conversion and loyalty building opportunities.



Joke of the Month

You Might Be a Consultant if...

- you ask the waiter what the restaurant's core competencies are.
- you decide to reorganize your family into a "team-based organisation."
- you think that it's actually efficient to write a ten page paper with six other people you don't know.
- you believe you never have any problems in your life, just "issues" and "improvement opportunities."
- you explain to your bank manager that you prefer to think of yourself as "highly leveraged" as opposed to "in debt."
- you can explain the difference between "down-

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sizing," "right-sizing," and "firing people's arses,"
and you actually believe your explanation.

- you can spell "paradigm" and you actually know what a paradigm is.

- The Incisive Edge team



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