

Jonathan Barr Associates Ltd

Increasing profit through sales team effectiveness and customer insight

COMMON ISSUES AND CHALLENGES

- Which contracts in your organisation are most or least profitable and why?
- How do you measure customer satisfaction and how do you use this insight?
- What return are you getting on your sales investment and how could you improve it?
- What is your retention strategy and how do you prevent it being overshadowed by the focus on winning new business?

THE BENEFITS OF USING JONATHAN BARR ASSOCIATES LTD

- 15 years successful track record of leading B2B sales teams and unlocking improved performance
- Quickly building strong relationships with key stakeholders within the company, customer and supplier base
- Customer focussed and commercially driven to deliver measurable improvements
- A strong network of functional experts in training, IT, data analysis, lead generation and sales force motivation

HOW DO WE MAKE IT WORK?

- 3 to 6 day review to assess the 'as is' situation and recommend an action plan
- Work closely with you and the management team throughout
- Agree an implementation plan and provide regular progress reports
- Assist as required during critical phases and provide project closure plan
- Optional ongoing quarterly reviews

SERVICES

Winning and retaining customers

- Sales team reorganisation
- Customer/supplier contract negotiation
- Recruit, manage and retain top performers
- Sales team rewards and motivation

Improving your customer profitability

- Understanding contract/sector profitability
- Controlling costs and revenue
- Customer satisfaction measurement
- Sales strategy and route to market design

Also, access to specialist software to manage and control vending services

BACKGROUND

- Internationally experienced sales and marketing director with an expertise in route to market design and management of B2B2C solution products and services
- Exceptional commercial performance achieved through strategic analysis, organisational development, great people and consistent, measurable execution
- Jonathan has worked for manufacturers and service providers of consumer goods
- Career to date has been with Mars, Compass, Selecta and Allianz Capital Partners
- Jonathan Barr Associates Ltd has been created to provide a hands on and pragmatic approach primarily for FM providers, including caterers and vending operators, to improve their sales team performance

FURTHER INFORMATION

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