

Candor

The **Blueprint**

www.candorconsulting.co.uk



We keep it **simple**; a sales engine doesn't need to be **complicated**

Using our Blueprint Method, we enable stakeholders to anchor back to the fundamentals and help them understand what their next steps should be.

These fundamentals don't change - We believe all successful sales functions have the same pillars embedded within them. The solutions, however, vary based on customer profile, industry, product... etc.

These must be tailored to the specifics of each business. We work with you to identify what these specifics look like and how they need to be implemented for a successful sales function.



Level 1

Any revenue-generating arm of a business needs a core foundation.

A story to sell, a product you know and a process that you can measure.

At this stage we identify what pillars you already have. Don't be worried about not having some of these pillars already in place, you've got this far without them so if anything, it's only positive going forward.

Process

Measure



Story

Develop



Level 2

Once you have a strong foundation, it becomes easier to build your structure.

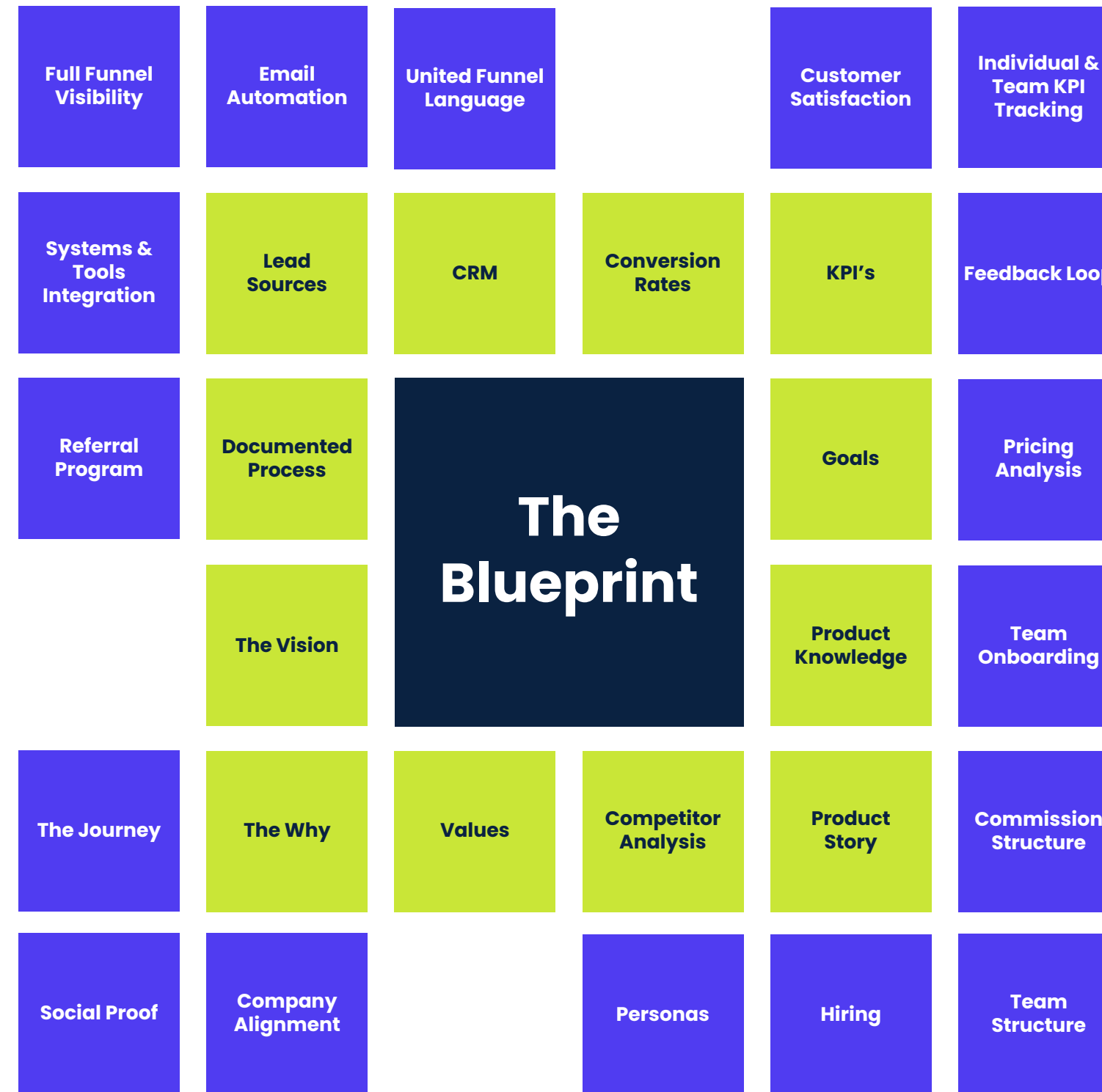
At this stage, we are looking at bringing everything together while optimising the great work.

Many businesses focus on this stage before having the foundations in place; the problem is if something breaks or looks out of place, it becomes increasingly difficult to diagnose or pre-empt problems and find commercial solutions.



Process

Measure



Story

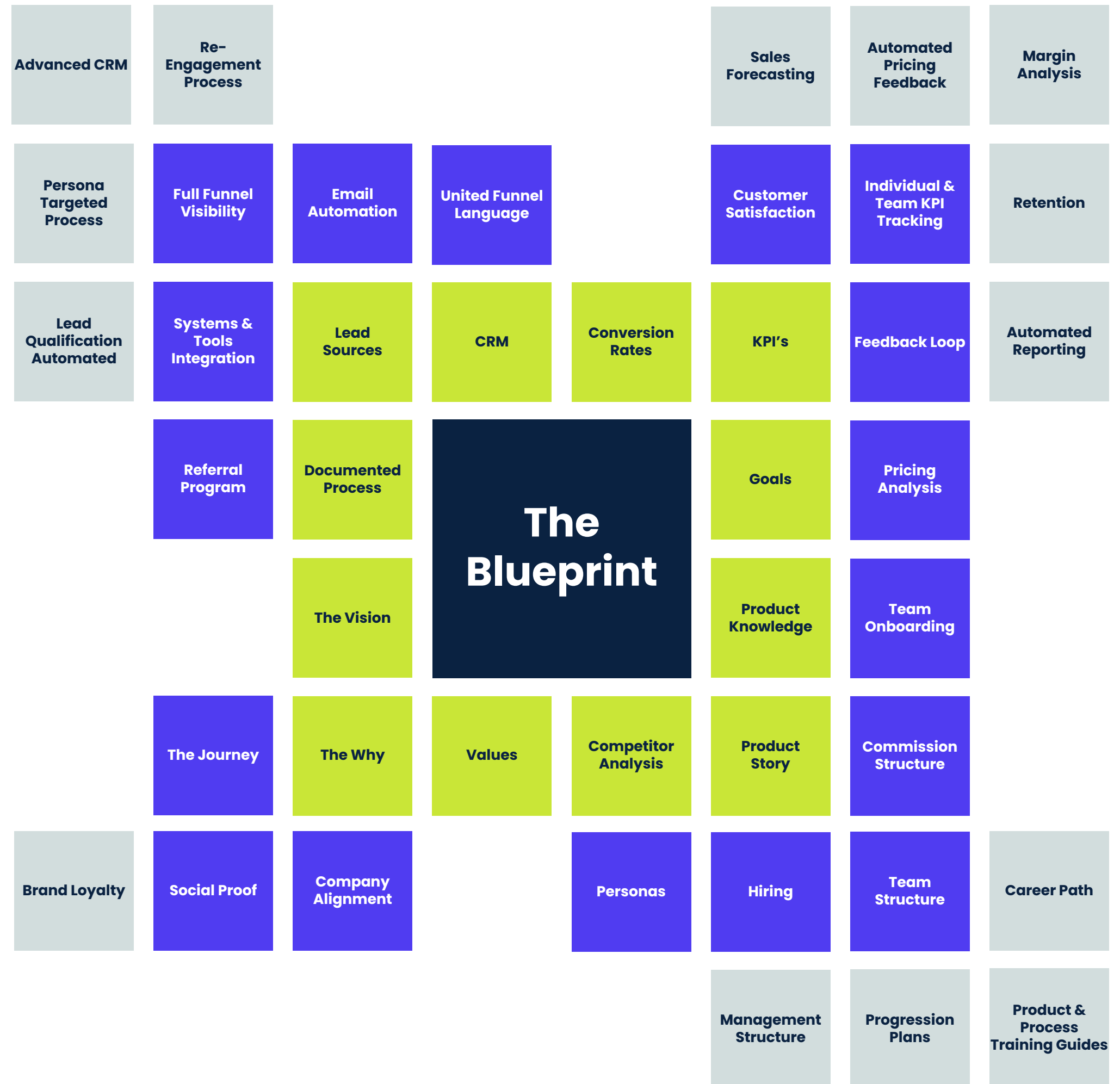
Develop

Level 3

Now you have a sales engine, and it's time to turn it up a dial; this is where everything becomes more granular.

You can start targeting different markets and get the feedback you need to adapt quickly and identify if it's commercially suitable for you to go in that direction.

It's also about leveraging the team and technology you have in place to scale and know exactly where to direct your resource.



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