



Advance

Creators of SCOTSMAN®

Why Advance?

Achieve Pipeline and Opportunity Management Excellence

SCOTSMAN® Enablement Solutions

Our structured sales process support guides sales teams and equips them with the tools for opportunity management excellence. This builds a forensic understanding of the pipeline and management by fact. Our coaching and workshops develop the qualification and planning skills for stronger win strategies, hit rates and productivity. Combine this with our CRM infrastructure for forecasting accuracy, long term behavioural change, adoption and sustainability.

“Strategy delivers promises, people and processes deliver results.”

Advance - Sales Qualification and Pipeline Management Experts

We help companies to deliver strategic sales goals through world class sales planning and processes with sales professionals that replicate the best.

Sales qualification and pipeline management depend on good planning - the no.1 selling skill. Productivity improves dramatically when all the necessary planning and selling skills interoperate with a structured sales process, to create sales, win sales and develop accounts.

Strategy delivers promises...People and Processes deliver results.

Our SCOTSMAN[®] enablement tools and services deliver transformational gains for companies. Available through our delivery experts or rolled out through your own in-house trainers in multiple languages.

Our solution can adapt to any organisation irrespective of existing sales processes, CRM systems, or existing training investments in behaviours. Our solutions complement and enhance what is already in place. This helps to deliver a better ROI for all best of breed training.

A Sales Enablement Model that Aligns, Equips and Sustains Pipeline Management Excellence.

We provide a well-planned, top down approach and infrastructure that drives both sales operational efficiency and effectiveness.

Through people development and performance management, our SCOTSMAN[®] sales enablement tools establish control for leaders and equip sellers to deliver forecasting accuracy for immediate impact.

70% of our interventions are conducted (virtually) on the job exploring real opportunities, 20% through coaching and 10% in the (virtual) classroom.





People do what they are measured by and ultimately this drives behavioural change.

We focus on:

- Enhancing planning and tracking in opportunity management within Salesforce and Microsoft Dynamics 365 CRM.
- Upskilling sales communities - including a sales infrastructure ready for a digital world.
- Providing shape and structure to sales planning processes by mapping out best practice.
- Training the Facilitator - and providing planning guides to ensure self-sufficiency.
- Improving sales forecasting, pipeline management and productivity.

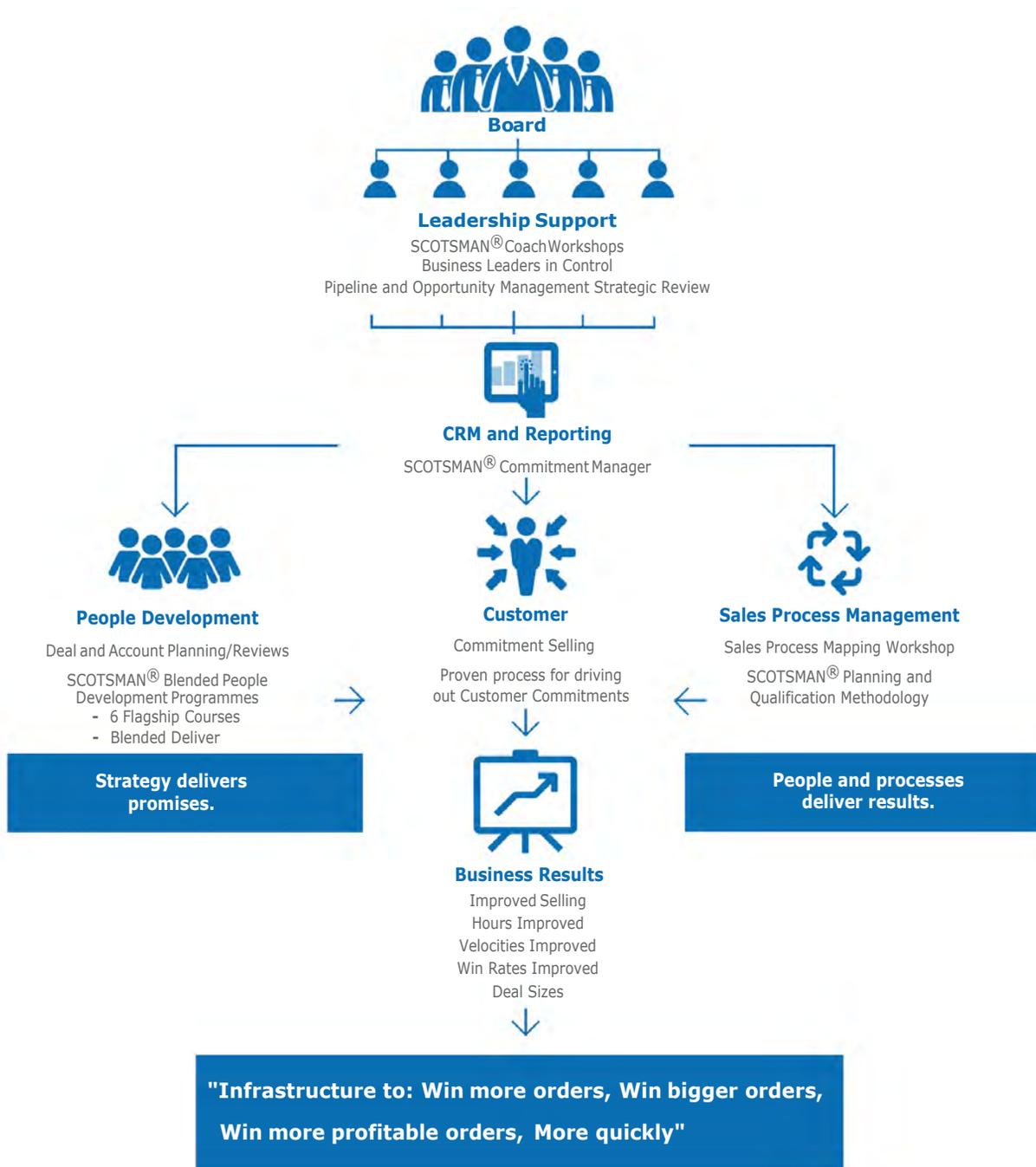
The model establishes a common sales language and a clear roadmap for inspection, enabling leaders to be effective coaches. The CRM is actively used to help plan and manage sales campaigns. Sales Leaders make informed decisions and are in control of their results:

- Information is turned into insight - Forensic understanding of the pipeline.
- Sales people have the planning and behavioural skills to replicate the best of the best.
- Competitive edge is sharpened.
- Revenue, profit and shareholder value is enhanced.
- Operational excellence at a process/ people level delivers results the strategy promises.

**“Infrastructure to: Win more orders, Win bigger orders,
Win more profitable orders, More quickly”**

Advance's Enablement Model

Solutions executed quickly with immediate results to deliver sales excellence .



The Advance Sales Enablement Solutions



Pipeline and Opportunity Management Strategic Review

As experts in opportunity management consultancy, we provide sales organisations with a clear understanding of the challenges that are creating barriers to sales efficiency and effectiveness, selecting the right levers to ensure forecasting accuracy. We flush out the root causes hampering sales performance and conversions, so leaders can look ahead with confidence. We analyse sales forecasting, stage-of-sale probabilities and qualification approach in order to refine processes and reporting, building a forward-looking dashboard for robust opportunity management review and inspection.



SCOTSMAN® Coach Business Leaders In Control

Aimed at those driving sales, this workshop covers the entire selling process, examining and refining key elements in order to achieve operational excellence. Leaders are coached in how to inspect information, practise sales process management, ensure effective planning and develop and coach staff. The objective is to provide leaders with greater control and informed decision-making in order to improve the accuracy of forecasts and achieve a forensic understanding of the sales pipeline.



SCOTSMAN® Sales Process Mapping

In our workshops, we use real opportunities to explore your existing processes and diagnose areas for improvement. Your sales experts collaborate with ours to map the most effective practices of your top performers. From this we create a documented roadmap of the selling process, highlighting our recommendations for improvement and reflecting your best practices. This is presented as a structured, repeatable sales process with playbooks that can be implemented by your entire sales team. These can be used as templates in your CRM using SCOTSMAN® Commitment Manager



SCOTSMAN® Commitment Manager

is an app which extends CRM functionality by providing powerful planning, SCOTSMAN® qualification and tracking tools. Available for salesforce.com and Microsoft Dynamics CRM, it helps teams manage the quality of their pipelines, concentrate on winnable business, increase selling time, improve accuracy of sales forecasting and reliability of business results.



SCOTSMAN® Blended People Development Programmes

Underpinned by robust SCOTSMAN® qualification and Commitment Selling, our interventions strengthen core pipeline management behaviours, ensuring that sellers build their power base using planning tools to win complex, political deals, or lose quickly. Major programmes cover creating the sale, winning the sale, managing the account and negotiation and objection handling. Our quick to deploy programmes are delivered via (virtual) classroom and online supported by virtual coaching.



SCOTSMAN® Online Academy

Whether you have a small group of sellers or an international team, our flexible suite of experiential programmes improve Selling Hours, Win Ratios, Margin and Velocity. Our blended solutions accommodate remote sales teams or different learning needs to minimise disruption. Our SCOTSMAN® e-Training programmes reflect all our classroom courses in online self-paced modules, including reflective learning, development action plans, assessments and management reporting. To ensure knowledge becomes skills, we support with virtual coaching designed to link new thought processes into existing work practices/procedures.



Deal and Account Planning Facilitator Training

Our workshops on Deal Planning and Account Planning explore sales in progress to help sales teams direct their activities at the points of greatest return. Under our guidance, they create a structured and actionable plan to put them in a better position to win the deal or develop the account. This provides a valuable opportunity to put theory into practice by creating live deal and account plans. It also enables future self-sufficiency by training participants how to facilitate their own planning sessions.



SCOTSMAN® Pipeline Simulator Game

shows salespeople the mathematics of selling and achieving plan. It highlights the issues surrounding the planning and management of time while trying to run several projects at once. It is designed to reinforce why deploying SCOTSMAN® and Commitment Based Selling is so important. There is an element of competition to the workshop as each team tries to build the best pipeline and generate the most sales revenue.

“Using SCOTSMAN® has revolutionised sales and sales management, giving greater visibility of every deal we are working on and improving our ability to forecast.

It has changed the sales team’s behaviour, making them prepare, ask the right questions, listen and know what commitments they are going to ask for”

– Andy Makeham – CEO LINKFRESH

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Are you measuring the right things?

Effective	Survive	Succeed
Ineffective	Die quickly	Die slowly
	Inefficient	Efficient

Get in touch to discuss this more.

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Redefining Qualification –
Qualification & Commitments

Behaviours –
Selling Skills and Behaviours Have to Change

Performance –
Aggregation of Marginal Improvements

Forecasting –
How to achieve predictable, consistent and reliable sales forecasts

Practical Implementation -
The New Science of Enabling Sales Excellence

eBook:

The New Science of Sales Performance

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