



**SERVICE BROCHURE**  
**SALES TEAM SERVICES**

**Sales Team Services**



VIEWPOINT ANALYSIS

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## Customer Loss Interviews

Our Loss Review Service is where we interview your client to understand why they decided not to purchase from you. Loss Analysis is a crucial process and most vendors do this in one shape or another. Few ask an independent business to interview the customer - but that's where the magic happens. We can ask questions that the vendor simply can't - and we get answers that a client may not be prepared to say to you directly. [www.salesteamservices.com/loss-review](http://www.salesteamservices.com/loss-review)

## Competitor Analysis

Are you losing too many opportunities to the same vendor? We aim to help you turn the tide by providing a complete analysis of your competitor and their business. We look at their sales team, key messages, product or service, website and social - and more. If you can understand what they are doing, you can work a plan to rectify the situation. [www.salesteamservices.com/competitor-analysis](http://www.salesteamservices.com/competitor-analysis)

## Account Research

Our account research services is one of our most popular. We can run account research on key accounts, new business accounts, or simple profiling of new territories. Any account. Any location. Any industry. Any size. Just tell us what you are looking to discover and what your aims are for the research, and we will do the rest - and we'll do it quickly. [www.salesteamservices.com/account-research](http://www.salesteamservices.com/account-research)

## Executive Matchmaker

This is not an appointment service. This is specifically for executive-to-executive meetings. Simply tell us whom you want to meet. Why do you want to meet them - and why they should want to meet you - and we do the rest. We only charge for meetings that we set up.

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if you have a key account and a key person that really must meet you, we will try to make that meeting happen.

[www.salesteamservices.com/executive-matchmaker](http://www.salesteamservices.com/executive-matchmaker)

## ABM Account Research

Account-Based Marketing is now a critical element of many vendors' marketing strategies. Where they tend to struggle is knowing the account in sufficient detail to market effectively. This is where we come in. We provide a comprehensive profile of the account so that you know what message to deliver to what contact.

[www.salesteamservices.com/abm](http://www.salesteamservices.com/abm)

## Sales Troubleshooting Service

A range of troubleshooting services that are designed to uncover the root cause of your sales issues. From team analysis to our lead process audit, and from competitor head-to-head research to website performance.

[www.salesteamservices.com/sales-troubleshooting-services](http://www.salesteamservices.com/sales-troubleshooting-services)

## Disqualified Leads

How many thousands have been spent to bring leads into the business - and how much of that ends in the disqualified leads pile? But what if we could requalify them into your pipeline or rehouse them and bring back funds to your marketing budget?

The Disqualified Leads service provides a sanity check for the marketing team by keeping the sales team honest and ensuring nothing drops through the cracks. If it does, we bring the deals back to your sales pipeline. If they are real opportunities, but just not for you, with the customer's permission, we bring the right vendors to their door - and return funds to your marketing budget.

[www.salesteamservices.com/disqualified-leads](http://www.salesteamservices.com/disqualified-leads)

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## Market Research

Market Research designed specifically for the IT vendor community. What do you really wish you knew? Do your prospects know you? Are you over-communicating? What are the biggest issues facing your market? What do your partners need?

Whatever the question, we can find the answer. From surveys to in-depth interviews and focus-group panels. [www.salesteamservices.com/market-research](http://www.salesteamservices.com/market-research)

## Baseline Service

Designed for senior sales leaders in new roles - the Baseline service uncovers the current status that you are presented with. We interview your team, your partners, your customer - we give you the baseline situation. Once you know where the needle is - you can plan how to move it. You can work your magic.

Let the Sales Team Services team ask the difficult questions of the stakeholders that are important to your success or failure.

[www.salesteamservices.com/baseline-service](http://www.salesteamservices.com/baseline-service)

## Market Perceptions 360

Have you ever sat with your sales and marketing leadership team and asked 'why aren't we selling more'? Everyone has a different idea - and together you form an echo chamber. You all think you know the problem - but the reality is that you probably don't.

The Market Perception 360 service is designed to find how you are perceived by your key stakeholders - giving you a complete view from any and all groups that interact with your team or your business. We will ask your customers, your prospects, your partners - and your employees. Then we'll come back and tell you - simple as that.

[www.salesteamservices.com/market-perceptions-360](http://www.salesteamservices.com/market-perceptions-360)

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## Deal-Based Marketing (DBM) - Account Research

Our Deal-Based Marketing focus is on Account Research. If you have a new opportunity that your sales team really must win, understanding the company and key decision-makers is going to be key.

Our DBM Account Research is where we undertake a quick service to research the account so that the sales and marketing teams can improve messaging success to give the sales team an improved chance of winning the deal.

[www.viewpointanalysis.com/deal-based-marketing](http://www.viewpointanalysis.com/deal-based-marketing)

## Account Profiling

If your teams have their territories defined but little else, account profiling and territory profiling is going to be a key next step. The challenge comes with the amount of time that needs to be invested.

The Account Profiling Service is all about taking the weight off the sales team, and moving it outside of the business. Let Sales Team Services research the territory and key accounts so that the sales lead can then define the focus and themes of the sales plan.

[www.viewpointanalysis.com/account-profiling](http://www.viewpointanalysis.com/account-profiling)

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# WHO ARE WE? SALES TEAM SERVICES....

**Sales Team Services is part of Viewpoint Analysis. We are focused upon helping sales teams to improve win rates and to cover all their blind spots.**

**We offer a range of services for sales and marketing leaders. They include:**

- Deal Mediation Service
- Baseline Service
- Loss Analysis
- Account Research
- Market Research
- Competitor Head-to-Head Comparisons
- Sales Team Analysis
- ABM Company Profiles
- Sales Troubleshooting
- Ideas Generation

**Just let us know how we can help.**

## **Where we are:**

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Viewpoint Analysis Ltd  
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## **How to contact us**

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