

Relationships by Design: Connecting Sales & Delivery

Is your sales force connected with the delivery arm?

Organisations providing any kind of services or products – government or private sector – will recognise that responding to an increasingly demanding customer base requires both Sales and Delivery to work very closely together.

What Happens If They Aren't?

If Sales is not tuned into what the organisation can actually deliver, customers will either be promised what can't be delivered or told "...sorry we don't do that". Both scenarios are frustrating from a customer perspective and will lead to lost business opportunities.

In a similar vein, if Delivery isn't aware of changing market demands communicated through Sales, customers will be frustrated by a lack of relevant products or services offered.

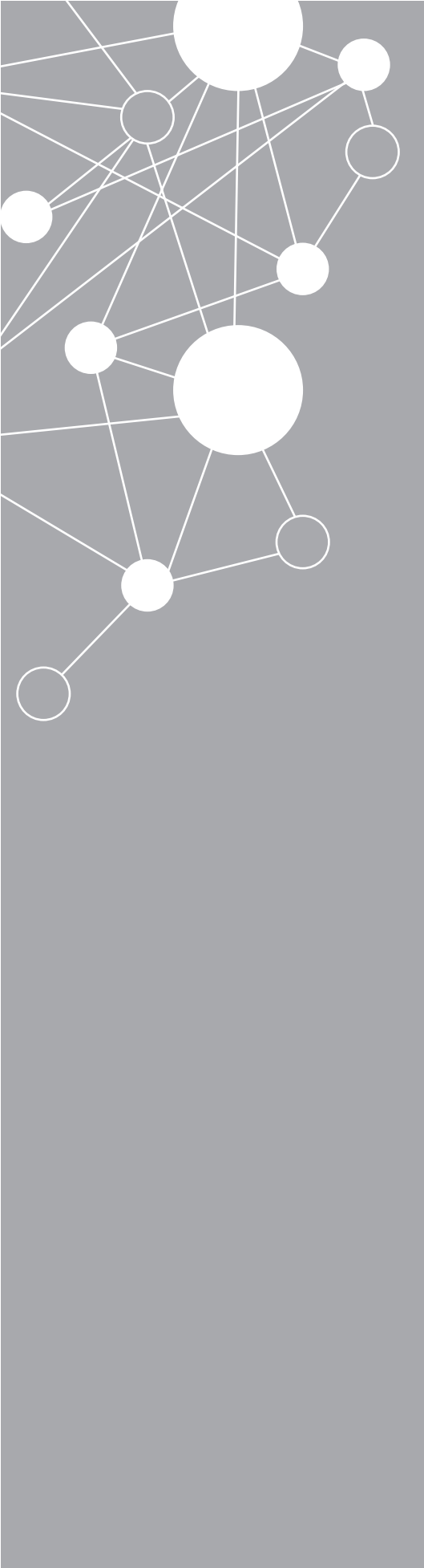
For knowledge based organisations the relationship between Sales and Delivery is even more crucial. This is due principally to the intangible nature of services which require Sales to have a high degree of trust in the individuals delivering the service.

Sales need to be assured that Delivery will be able to meet – if not exceed – expectations. In other words, Sales wants to be sure that Delivery is putting the 'right' people in front of their client. A precursor for Delivery to win this kind of trust is personal relationships. It also means that where few or no relationships exist between Sales and Delivery there is little chance of selling profitable services.

If the sales force is not tuned into what the organisation can actually deliver, customers will be promised paradise or told "sorry we don't do that". Both scenarios are frustrating from a customer perspective and will lead to lost business.

By identifying existing levels of relationships between Sales and Delivery we can instantly identify areas of strength and identify areas for improvement. A good relationship between the sales force and service delivery will ensure that your clients are exposed to the full capability of your organisation.





A lack of relationships therefore results in delivering only a part of your organisation's real capability, and therefore missing potential revenue and impacting your brand.

- .. Is your organisation's Sales and Delivery groups aligned?
- .. Are there any gaps – and do you know where?

What We Do

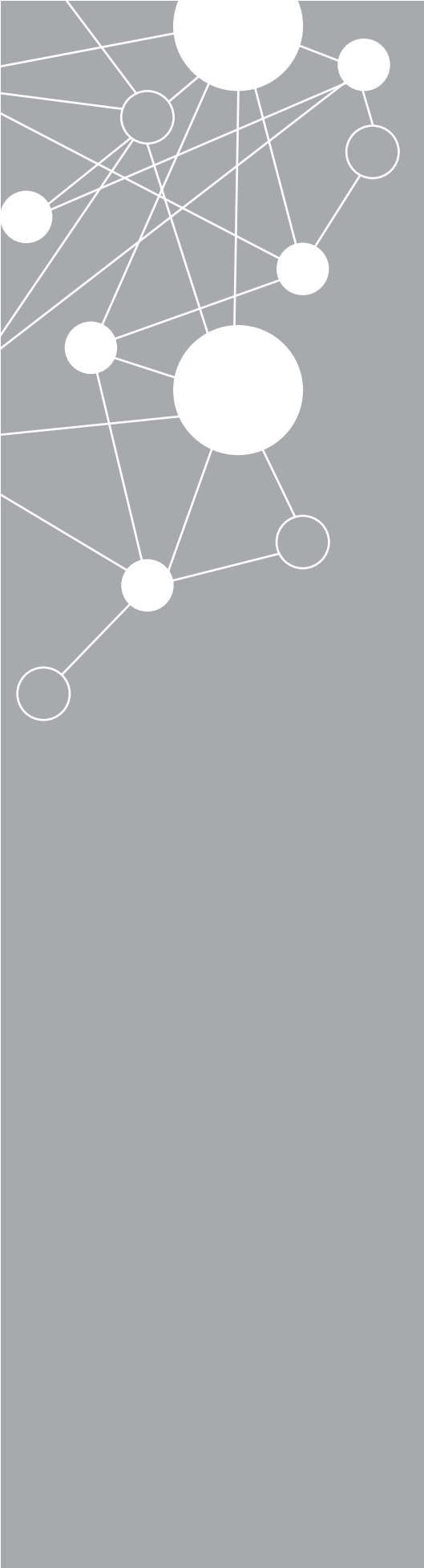
“Its not what you know but who you know” is the often quoted phrase for describing, usually with some cynicism, the successful promotion of a colleague or acquaintance. However, along with the cynicism is clearly an element of truth.

The connection between networking and performance has been well researched. Typically the research has shown that high performers tend to be very well networked, they invest in the careful selection and nurturing of their relationships and their behaviour patterns are one of exploration and engagement in quality relationships.

To help organisations improve their intra-organisational relationships, Optimice has developed a technique originating from the field of social science. By identifying existing levels of relationships between Sales and Delivery we can instantly identify areas of strength and areas for improvement. This provides direct and tangible input to your organisation's business development strategies and will help set realistic business goals.

The analysis of organisational relationships is delivered both in the form of powerful 'spider-web' graphs which allow for immediate pattern recognition, table style representations of connections as well as more traditional charts. In all cases, the data is presented in a way which allows your organisation to take immediate action. The data collection process requires minimal time and effort. Survey templates have been developed by Optimice that require only minimal customisation. The surveys are administered over the Internet, so staff participation can be assured independent of their physical location.

Optimice's approach will revolutionise the way you look at your people's professional relationships and actively assist with developing a more connected workplace. Just imagine how much more business your organisation would be able to generate if Sales and Delivery were better connected.



Who We Are

Optimice was founded with the objective of improving, or optimising, collaboration and networking between people. Our mission is to facilitate the development of valuable business relationships.

Optimice's people have extensive experience working in services organisations and have first hand experienced the effects of both well connected sales and delivery business units, as well as poorly connected ones. Using our backgrounds in Consulting, Knowledge Management and Collaboration we have developed approaches and techniques which are targeted at improving people relationships to drive better business results.

Contact Optimice on www.optimice.com.au to learn more about how we can help optimize your organisation's people relationships to drive better client satisfaction and achieve a stronger sales and delivery performance.