

STRATEGIES AND SALES DEVELOPMENT

MADE[®]
to
SELL

Mission: Strategies and Sales Development

“ We work with companies, providing strategic and operational support, developing and strengthening the skills of their sales network, with the aim of achieving a tangible improvement in sales performance. ”

MADE[®]
to
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MADE[®] *to* SELL

BUILDING COMPETENCE



○ Headquarter ■ Branch Office ■ Country Sales Consultant | Business Partner

Made to Sell Strategies and Sales Development

Made to Sell Made to Sell is a consulting company specialized in developing Strategies & Sales development to improve the sell out performance of the sales network.

OPERATIONAL MARKETING

EUROPEAN, MIDDLE EAST
AND FAR EAST MARKET

BEHAVIORAL ANALYSIS
SALES AND MANAGEMENT
SKILLS DEVELOPMENT
RETAIL EXCELLENCE ACADEMY

STRATEGIC MARKETING

EUROPEAN MARKET

STRATEGY AND TACTICS
EXECUTIVE COACHING

ASSESSMENT CENTER

EUROPEAN MARKET

RECRUITMENT
ASSESSMENT CENTER
POTENTIAL EVALUATION

NETWORK DEVELOPMENT

EUROPEAN MARKET

SALES STRATEGIES
MANAGEMENT OF SALES NETWORK
DEVELOPMENT OF SALES NETWORK



Values Human Resources

We put the client at the center of all company procedures; we value human resources both in and out of the company; we review objectives and implement methodologies for the success of every sales development project.

Who We Are Made to Sell

We facilitate and accelerate the processes and fundamental choices that are at the root of Sales Strategies and Development projects.

The Made to Sell Consultant

The *Made to Sell* Consultant supports management in the pursuit of joint goals, providing experience and motivation, and facilitating processes to improve the commercial performance of the distribution network.

Clients Top Companies

National and international industry leaders rely on *Made to Sell* as we support them in developing efficient operational solutions that are consistent with their brand; we design projects targeting commercial development through our highly skilled and specialized operating units.

Industries

- . Electronic Consumer
- . Energy
- . Fashion
- . Financial
- . Food & Beverage
- . Hotellerie & Spa
- . Interior Design
- . Jewellery
- . Luxury
- . Mall & Outlet
- . Medical
- . Real Estate
- . Telecommunication
- . Transportation
- . Travel Retail
- . Wellness

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OPERATIONAL MARKETING

Performance Analysis
Sales and Management Skills Development

Operational Marketing Business Unit

The **Operational Marketing** Business Unit follows an established framework designed for continuous improvement of the sales staff's sell out performances on the distribution channel

BEHAVIORAL ANALYSIS

MYSTERY CONSULTANT
MYSTERY PROSPECT
MYSTERY VISUAL
BRAND VALUE ANALYSIS
STRATEGIC ANALYSIS OF COMPETITORS
CUSTOMER AUDIT
BRAND.VISUALCHALLENGE.EU

SELLING STYLE

SALES TRAINING
SALES COACHING
MANAGEMENT COACHING
SALES GUIDE
ONLINE DEVELOPMENT
BRAND.SELLINGSTYLE.EU
VISUAL GUIDE

RETAIL EXCELLENCE ACADEMY

INTEGRATED DEVELOPMENT PATH



Cycle of Value

Performance Analysis

Empowerment of Sales Skills

The model involves two steps: **analysis** and the subsequent **empowerment of sales skills**.

Performance Analysis

Objective reference

The data from the analysis performed become an objective reference starting point for designing a tailor-made framework for skills empowerment which will be integrated into the real work situation. The statistic panel is the result of the analyses gathered during field work, supplying both markers of excellence as well as areas needing work so as to provide a basis for any corrective actions taken with Management.

MYSTERY[®] CONSULTANT

Mystery Consultant

Detailed behavioral monitoring of sell out

The Mystery Consultant is an exclusive *Made to Sell* tool, designed to analyze and evaluate the distribution channel; consulting is carried out by professionals with extensive experience in the field; its purpose is to retrieve objective data concerning: a detailed qualitative and quantitative behavioral analysis of the sell out process, the sales skills for brand communication and presenting the product/service in line with the customer's desired shopping experience.

MYSTERY[®] PROSPECT

Mystery Prospect

Behavioral monitoring best sell out practices

The Mystery Prospect is a more synthetic, exclusive *Made to Sell* tool designed to analyze and evaluate the distribution channel; its method is geared toward monitoring "good sales practices" and carried out by professionals with extensive experience in the field.

MYSTERY[®] VISUAL

Mystery Visual

Monitoring the correct application of corporate visual merchandising standards

Through Mystery Visual it is possible to anonymously check the correct application of good visual merchandising practices on the distribution channel. The purpose is to obtain objective data on aspects correlated to good visual merchandising practices.

BRAND[®]
VALUE
Analysis

Brand Value Analysis

Purchasing products and services survey

Brand Value Analysis is an exclusive *Made to Sell* tool intended to understand the factors that shape product or service purchase choices made by prospective and returning customers; identify Brand value and buying motivations; create overall and partial perceived performance indicators in comparison with competitors; define priority maps for marketing and sales.

STRATEGIC[®]
COMPETITORS
Analysis

Strategic Analysis of Competitors

Analysis of competing markets

This tool is aimed at creating dashboard indicators that contain the benchmark indices relative to business strategies, marketing and communication used by brand competitors.

CUSTOMER[®]
AUDIT

Customer Audit

Customer satisfaction survey

Made to Sell carries out this analysis which measures, on a quantitative and qualitative basis, customer satisfaction following the purchase or use of a particular product/service, or any additional services such as post-sale assistance.

VISUAL[®]
CHALLENGE

Visual Challenge

Competition on the correct application of display criteria for Windows and Focal Points

A development tool used to properly achieve in-store visual merchandising standards, through a competitive tournament aimed at adhering to and increasing the quality of the Brand's display standards as well as improving set-up speed.

Online vertical portal: proper compliance with visual merchandising standards

The online Brand.VisualChallenge.eu portal is dedicated to managing Visual Challenge competitions and it shares the information related to the display standards that the stores must observe.

Brand.VisualChallenge.eu



Empowerment of Sales and Marketing Skills

Selling Style

Selling Style is a technical/commercial methodological approach developed by *Made to Sell* at the international level aimed to constantly improve sell out performances and to provide excellent sales service to clients that have retail, wholesale and franchising distribution networks.

Sales Training

The value of experience

Classroom-based group learning using role-play and shared professional experiences. Focused methods of learning sales skills subdivided into different levels and steps, geared at improving sales performances, brand and product valuation for prospective and returning customers.

SellingStyle.eu

Sales & Management Coaching

On-the-job Coaching

Made to Sell coaching seeks to develop sales and management skills: improving the product/service sell out performances, increasing the Store Manager's Sales and Managerial skills, by designing specific on-the-job coaching with regards to the available human resources and roles.

Sales Guide Sales Manual

The *Made to Sell* framework for developing sales skills includes a technical- commercial sales guide, published online at the Brand.SellingStyle.eu portal

Brand.SellingStyle.eu Online Vertical Portal: sell out performance improvement

Sharing and developing sales skills through an online portal dedicated to the sales process of the client's brand and product lines.

[SellingStyle.eu](#)
[Brand.SellingStyle.eu](#)

Visual Guide A manual defining and teaching good Visual Merchandising practices

Part of the *Made to Sell* development framework includes a Manual that defines and teaches good Visual Merchandising practices in the store, and is published on line at the Brand.SellingStyle.eu portal.

Retail Excellence Academy An integrated framework for continued sales performance development

The *Made to Sell* Retail Excellence Academy strengthens sales and management skills and is structured to allow continued skills development by the human resources involved in selling the company's products or services so as to significantly increase the sell out performance of the distribution channel.

The Retail Excellence Academy project is based on an integrated framework that includes: selecting or evaluating the potential of those that will be involved, strengthening communication and technical-commercial skills, on the job performance monitoring, customer satisfaction analysis and periodic follow-ups.

[RetailExcellenceAcademy.eu](#)

Incentive Plan

The project allows the client to understand and define the right sales targets to apply to the sales network according to the market, the company's trends and the specific territory, and to connect the Incentive Plan to each resource basing it on quantitative and qualitative evaluations of the sales processes, motivating staff to be proactive and to reach their set targets.

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STRATEGIC MARKETING

Express the company's potential

Strategic Marketing Business Unit

Strategic Marketing Development Projects

The main purpose of our **Strategic Marketing** operations is to facilitate the company in expressing clearly and systemically any possible scenario that will ensure short and mid-term growth.

STRATEGY

MISSION
OBJECTIVES
ANALYSIS
NEW SCENARIOS
STRATEGY

TACTICS

TACTICS
TOOLS
TIME
RESOURCES

Executive Coaching

Strategic Support for Executives

Periodic coaching for executives, led by a *Made to Sell* Senior Partner and aimed to facilitate the decision process and share the best strategic choices. The senior partner involved in Executive Coaching is a high profile figure with management experience in the organizational complexities of top international companies.

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ASSESSMENT CENTER

Research and Selection of Marketing and Sales Talent

Assessment Center Business Unit

The **Assessment Center** Business Unit is specialized in the research, selection and evaluation of marketing and sales resources.

TOOLS

SELLER ABILITY

ONLINE RESEARCH PORTAL

SELLERJOB.IT

SELLER ABILITY

RECRUITMENT
ASSESSMENT CENTER
POTENTIAL EVALUATION



Research, Selection and Evaluation of Marketing and Sales resources

Assessment Center

The purpose of the Assessment Center is to provide its clients with excellent assistance in identifying the best commercial resources to hire. The Assessment Center characterizes and distinguishes its own approach from that of traditional selection, evaluation and recruitment by using special *Made to Sell* tools that guarantee quality and specificity.

SELLER[®] ABILITY **SELLER Ability**

This methodology focuses on surveying and analyzing some fundamental elements that must be identified in the candidates: skills, aptitudes, personality, potential. Diagnostic instruments are used as well as specialists (Assessors) who monitor the candidates and ensure an objective evaluation. The final report and a draft of the candidate's profile conclude the SELLER Ability process, providing Management with an accurate individual profile for each examined applicant.

SELLER Ability

Recruitment, Assessment and Potential Evaluation

Recruitment

Candidates are recruited via posting job advertisements on key specialized media and through the SELLERjob.it website, whereby the company can issue personalized ads. Activities involved in the recruitment phase, following the publication of job vacancies, are delegated to *Made to Sell*: the collection and screening of the resumes, contacting candidates who are potentially in line with the vacant position, and the selection of a short list of 6 to 10 candidates to be presented to the client.

Assessment Center

Advanced phase of candidate evaluation –following Recruitment—in accordance with Management and specifically carried out through: situational tests, aptitude tests and group tests. Under the Assessors' constant supervision, assessment is done to verify skills, aptitudes, potential and any personality characteristics which are consistent with the vacant positions.

Potential Evaluation

Evaluation of current personnel's potential so as to provide support in planning possible organizational changes, allowing the correct collocation and appreciation of abilities, aptitudes, personality and potential of the resources included in the evaluation.



SellerJob.it is a vertical portal, highly specialized in recruiting and selecting marketing and sales talent. SELLERjob.it is a distinctive part of the *Made to Sell* process, as it ensures higher returns in terms of applicant quality consistent with the requested profiles. SELLERjob.it optimizes the timing of online postings and the recruitment process thanks to a specific *Made to Sell* tailor-made service.

[SELLERjob.it](https://www.sellerjob.it)

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SALES NETWORK DEVELOPMENT

Sales Strategies and Tactics

Sales Network Development Business Unit

The Business Unit delivers **Sales Network Development** projects as well as Sales Strategy-Tactics.

SALES STRATEGIES AND DEVELOPMENT

SALES NETWORK DEVELOPMENT

COMMERCIAL PLAN
MARKETING PLAN
PROMOTIONAL PLAN
INCENTIVE PLAN

SALES NETWORK DEVELOPMENT
SALES NETWORK MANAGEMENT



Sales Strategies and Tactics

Commercial Strategies

Commercial Strategies seek to support management in identifying profitable commercial models in order to achieve superior performances in sales and profitability.

Commercial Plan

Structured analysis inside and out of the company, focusing on defining and sharing targets, strategies and tools related to commercially developing the company's distribution channel. As an integrated tool, the analysis of brand competitors offers the possibility to build and implement business strategies based on competitive scenarios.

Marketing Plan

Assisting the executive in strategically defining the business project. The *Made to Sell* Consultant conducts a feasibility analysis of the business idea (environment, market, product, competitors, clients, personnel) and the commercial organization required to lead the project to profitability.

Promotional Plan

Management support aimed at identifying the proper product promotion campaign and to build effective customer retention strategies so as to increase the dimension and value of the company customer base.

Incentive Plan

The project allows the client to understand and define the right sales targets to apply to the sales network according to the market, the company's trends and specific territory, and to connect the Incentive Plan to each resource basing it on quantitat

Network Development

Network Development allows the client to benefit from the experience of our consultants who are specialized in commercial network start-up, development and management.

Commercial Network Development

The client's network is outsourced in order to lay the foundation for the effective spread of the brand, a strong presence in the territory and long-term leadership in the distribution channel.

Commercial Network Management

With Commercial Network Management all the managerial components of a network are outsourced to *Made to Sell*.

The dedicated resource The Sales Consultant

The sales consultant offers an approach which provides the company with optimal practices and skills developed through the efforts of managing the sales network of Italian companies working in different sectors. These tools are required for proper commercial development and necessary to attain superior performance.



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VISUAL: COMUNICODESIGN.COM

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BUILDING COMPETENCE