

Corporate Overview

SunByrd specializes in providing sales business practice consulting and sales model development and execution solutions to the high technology market. Whether you are looking to enhance your existing sales model performance, expand into new markets, or develop a completely new sales model, SunByrd offers a unique approach to developing a disciplined process tailored top your organization. Unlike most sales consulting firms, SunByrd does not apply a cookie cutter approach to the effort, we work with you to understand your business plan and propose an engagement to fit your individual situation and budget.

Gaining optimal performance out of a sales organization can be one of the most challenging aspects of a business. Developing a successful sales model requires attention to many facets:

- What is the most appropriate sales channel model, direct, indirect, a combination of the two?
- What are the most effective business practices for your organization's business model?
- How can a proposed sales model be structured and managed with sustained discipline?
- What are the industry and market specific factors that need to be considered in the model?
- What are the most appropriate metrics to measure the sales organization's on-going performance?
- What role should the marketing function play in the model and how can the marketing efforts be synchronized with the sales plan?
- How do you attract the right talent for your organization?
- How do you retain and properly motivate the sales staff, both those that report to your organization as well as those that report to your partners?



Sales and Marketing Services

- Sales channel strategy and business model planning
- Sales territory and resource planning
- Sales business process assessment and re-alignment
- Sales management process training
- Sales opportunity and pipeline management
- Sales force automation system selection and project management
- Sales cycle best practices training
- Sales and marketing metrics management tools
- Marketing program integration with sales planning
- Sales and marketing metrics
- Installed customer base sales methodologies and programs



While there are often common practices and themes that can apply to most organizations, it is critical to ensure the sales strategy and procedures are precisely tuned to each company's business model. Developing an elaborate sales and marketing strategy and plan that can not be accommodated in the corporate budget doesn't provide a solution. SunByrd ensures that the corporate budget parameters and corporate culture implications are carefully considered. This typically leads to a phased approach, enabling our customers to make incremental progress toward a defined master plan. As a new sales and marketing plan enters the execution phase and begin the rolled process, SunByrd will work side-by-side with your staff as they put the new procedures into practice, providing valuable reinforcement and coaching as well as helping to make adjustments to the plan or procedures as they are put into action.



Sales Strategy Assessment

Engagement typically starts with a sales strategy and business planning assessment, which establishes a benchmark of the current and planned business goals, the current channel strategy in place and recent business performance results, the practices and procedures in use by the sales and marketing staff, and the tools in place to manage the activity. Once these factors have been collected, SunByrd is able to develop an initial proposal for enhancing the plans and practices to align with the established business plan and revenue goals. This process also identifies the specific areas of the sales and marketing function that will be enhanced, such as: Business procedures, sales training, channel development, opportunity management, and marketing and sales promotions.

Program Execution

Based on an agreed upon budget and high level plan, SunByrd is able to develop tailored programs to address the specific needs identified. Programs are typically planned and executed as a team with the customer, in order to ensure sales and marketing management, and sales and marketing staff members become fully vested in the approach taken. Once programs are ready to be put into action, SunByrd actively participates in the day to day activities, in order to coach team members and are able to gain critical feedback needed to make adjusts and further enhancements to the programs. Sales and marketing programs require continuous improvement based on market, competitive and target audience dynamics. By participating in the sales and marketing efforts as a team member, SunByrd is able quickly adapt programs and assist in modifying behavior quickly both with the staff and the sales automation systems.