



## *GPC Systems, Inc.*

### Outcomes Reached:

- Completed *Sales Structure Project*
  - Established sales pipeline and reporting system consistent with *Solution Selling* methodology
  - Outlined *Management by Objectives* performance evaluation process to be implemented company-wide
  - Analyzed accounts and prospecting opportunities
  - Defined scope and timeline for on-boarding and training programs for new hires
  - Developing scope and timeline for training program for existing sales support personnel
  - Developed lead generation strategy and aligned with future goals
- Recommended *Virtual Sales Management*<sup>™</sup> program for a period of a minimum of six months, start date to be determined
  - EntreQuest consultant will act as outsourced Sales Manager with the following responsibilities:
    - On-boards new hires
    - Leads tactical weekly sales reporting meetings
    - Measures progress through analysis of metrics established in the *Sales Structure Project*
    - Coaches and mentors representatives on a daily basis
    - Implements training program established in the *Sales Structure Project*
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*“When I first heard about the Pilot Program, I was intrigued. The challenges EntreQuest highlighted with regard to sales talent, structure and environment were all problems I was facing. I had no capacity to generate new GP business, and I was too deeply involved in every sales opportunity, large and small. EntreQuest helped me define the role of one new Inside Sales Representative for the short term and one Senior Sales Engineer later in the year. The first Sales Rep will conduct market research, generate and qualify leads, and support the close of new GP licenses. The Sales Engineer will convert GP software and consulting sales, which drives GP license revenue. The processes now in place also allow me to be most effective at a particular point in the sales process. I have a repeatable sales process, effective and scalable. This leaves me free to focus on late-stage, large sales and partnerships, and to explore opportunities to sell CRM.”*

*Guy Caron, CEO, GPC Systems*