

# Your Compass to Success

**RKP Steering Group**



[www.rkpsteering.com](http://www.rkpsteering.com)

# Experience

- **David Hess:** Founder and principle of RKP with 25 plus years of experience building successful strategy and driving growth for communication companies. His most recent role as Chief Marketing Officer with KDDI, one of the largest communication companies in the world. He successfully redefined the sales and marketing plan and improved margin by over 150% grew the 400 million US operations by 20% year over year.
- **Jim Rose:** Technical analyst and partner with RKP with 30 plus years of experience building facility based networks and operations support teams for communication companies. A recent notable success came through the addition of technical sales support structure that increased sales and improved ROI for a video integration company.

# RKP's

## Virtual Sales Management Program

- Allow RKP to Join your team, we will build on top of your current sales structure and also manage the results to assure reaching the next level.
- Our team has a real understanding of your business and offers a degree of experience that is beyond a small company's budget.
- Moneyball Theory: The Science of Selling. We deliver success through management guidance and measurable results. We guarantee a positive impact on your sales.

# Program Details

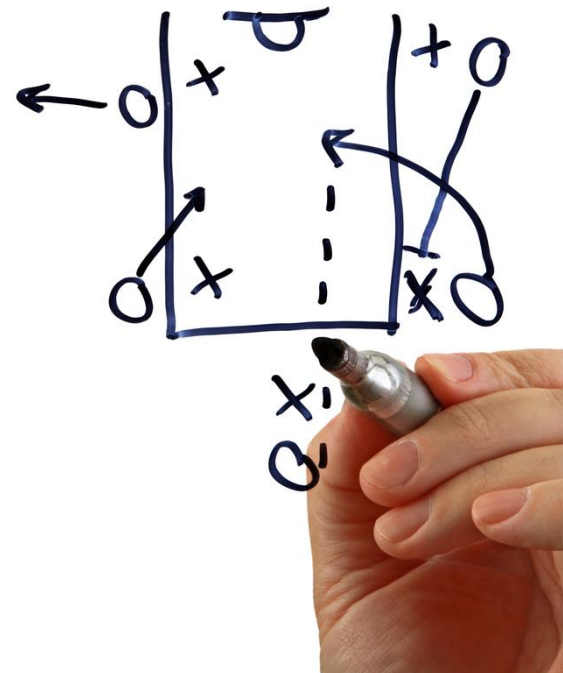
(3 Month Min)

- **Build Sales/Marketing Plan**
  - Sales channel plan
  - Territory development
  - Marketing Material
  - Sales incentives/ Promo
  - Focus on In-Network Sales
  - Coordinate new market development across all departments
  - Proposal Template
- **Host Weekly Sales Meeting**
  - Sales Funnel update
  - Review weekly Results
  - Improve Close rates
  - Improve efficiency /Align Sales and Service Delivery
  - Sales assistance
    - Conf calls
    - Join sales Calls
    - Sales Technician
- **Host Monthly Sales and Operations meeting**
  - Review Monthly performance
    - Sales
    - Costs
    - Profits
  - Sales Funnel 30/60/90 Review
  - Product Results
  - Set monthly performance goals
  - New market development
  - Team Building Dinner

# Sales Strategy

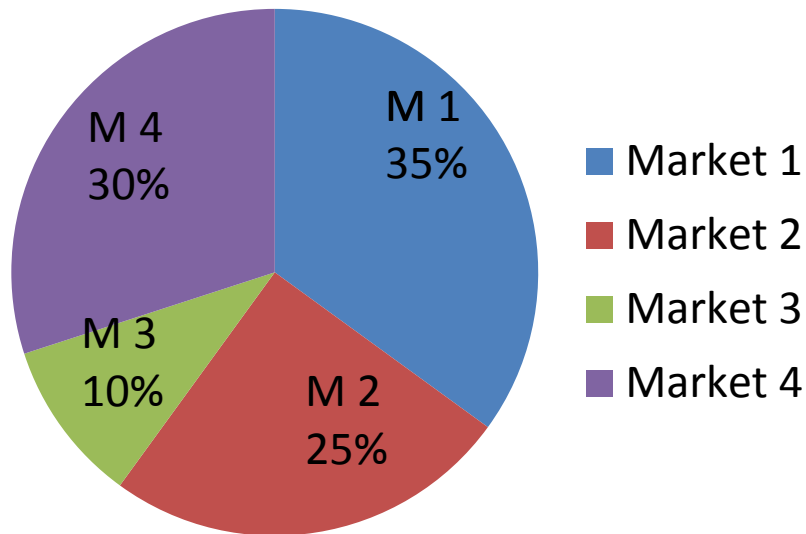
## Example

- Add 1 direct sales person
- Create agent sales structure
- Incent Sales to target on-net markets
- Create a new market pre sales process
- Increase Proposal out- put by 50%
- Target Business accounts w 2 yr. contracts
- Sell higher profit Bundles
- Grow the monthly sales results by \$xxxxx
- Increase monthly profitability by \$xxxx

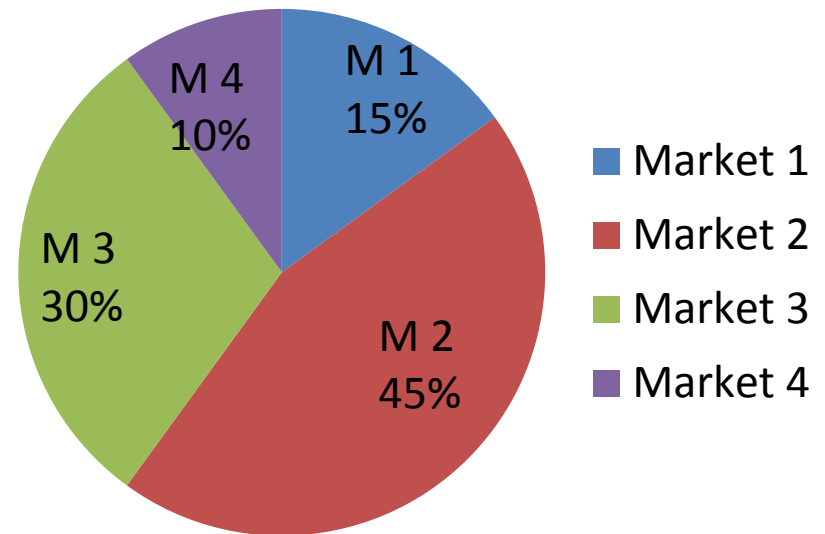


# Sales and Profit by Market

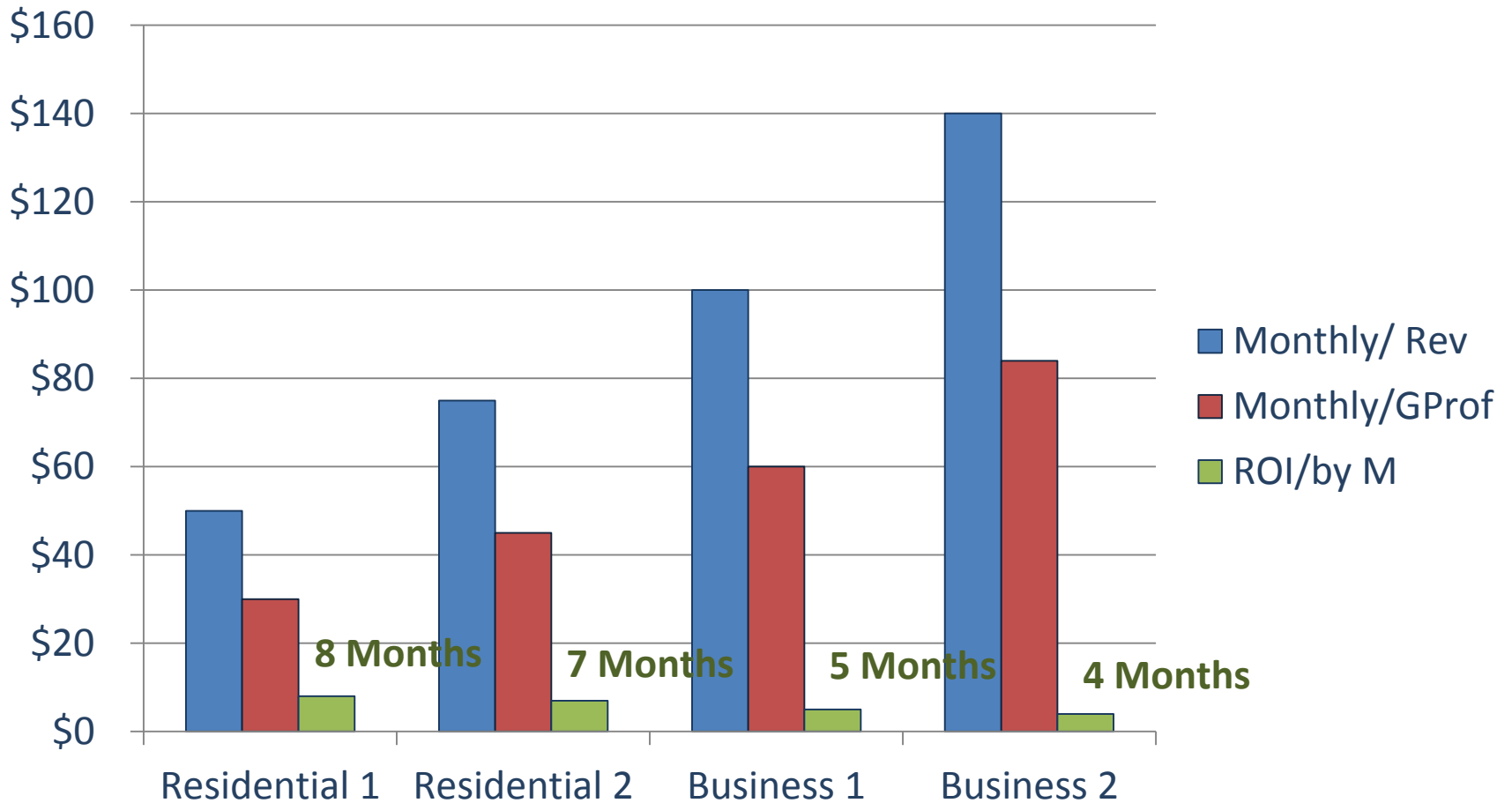
Sales



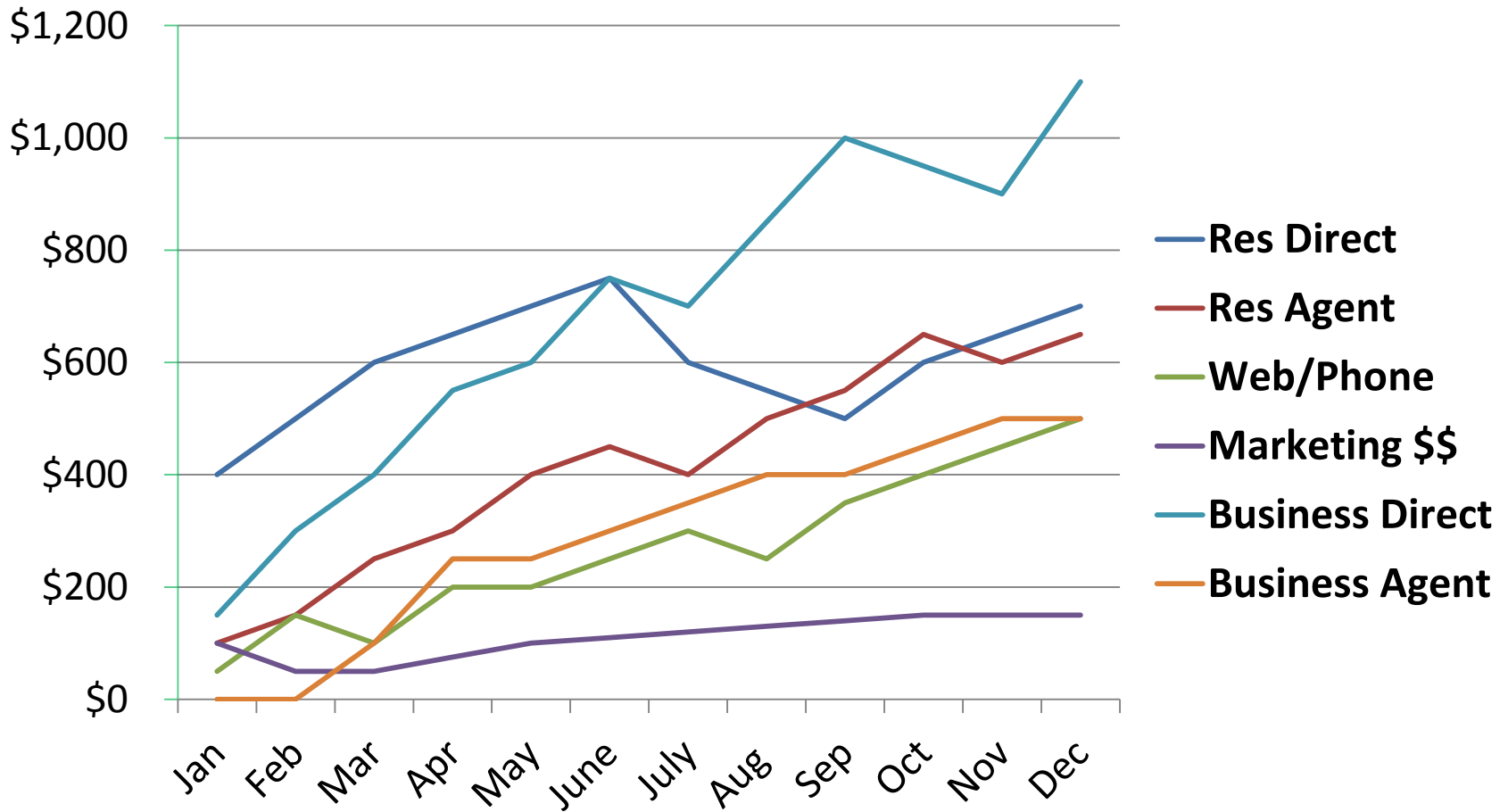
Profits



# Product Bundle Analysis

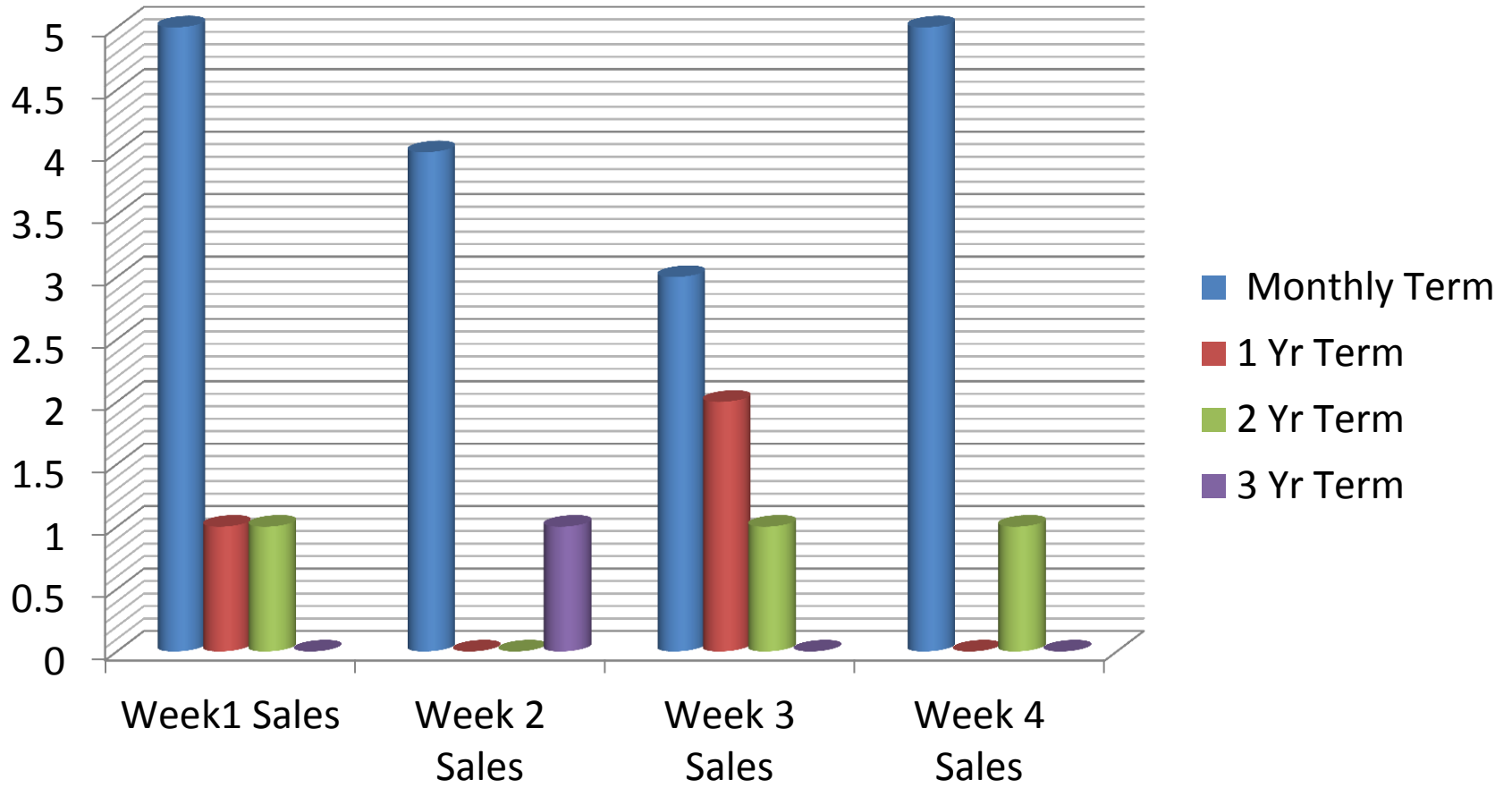


# Monthly Sales Channel Results





# Sales Contract Trends



# Add RKP to Your Team

- RKP, “Your Sales Dream Team”
  - Sales strategy
  - Sales management
  - Sales Support
- Science of selling with measurable results
- Gain efficiency
- Sustainable growth

