



REDWOOD ADVISORS

**Sales Force Design
& Optimization**

*Optimize your sales and marketing
orgs. to better serve your customers*

Sales Force Design & Optimization projects help optimize your sales & marketing orgs to better serve customers and grow your top & bottom-lines

Optimize your sales & marketing orgs. by crisply defining key customer segments & needs, GTM strategy, sales territories, channel strategy, sales workforce planning, etc. to better serve your customers and grow your top and bottom-lines; develop thoughtful transition plans to move from your current to target-state

Sales Force Design & Optimization projects address:

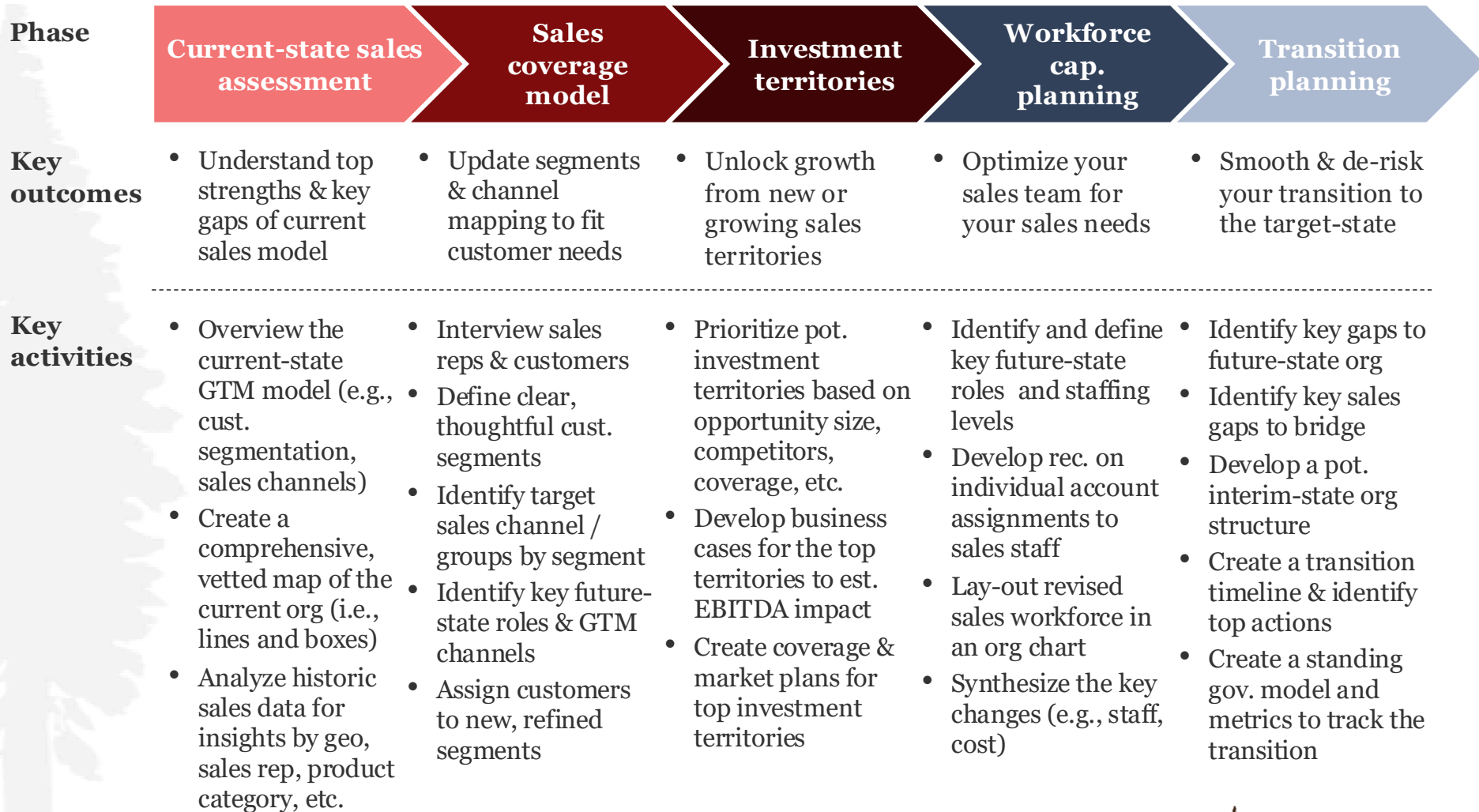
- Who are your customers and how do they make purchases?
- What GTM model (e.g., groups, channels, coverage) can best reach your customers?
- How can your sales workforce best support your GTM?
- What groups, channels, or geographies should you invest in to grow sales?
- How can your team most effectively transition from your current state to your future-state sales org?

Key outcomes

- **Grow your sales and sales margin** by developing and implementing a best-practice methodology for assigning customers to sales segments and channels
- **Increase customer retention and growth** by analyzing key segments and updating your GTM model to better meet your customers' needs
- **Accelerate and streamline the commercial transition** by developing recommendations on individual account assignment to individual sales staff
- **Increase your potential sales EBITDA upside** by developing a future-state workforce model to better support the future-state GTM design
- **Increase sales coverage and grow your customer base** by rigorously assessing and developing recommendations on your geographic coverage and potential new markets
- **Improve your ability to deliver on the transition** by estimating the potential program impact, articulating KPIs to track, and drafting a dashboard to track them



Sales Force Design & Optimization: Process Overview



Projects can generate ~**10-20% bottom-line impact** within 3-5 years