

## Living Sales™ predicts the most successful SMEs of the 21st Century.

At Huthwaite, we have a philosophy we call Living Sales™. It's a new way to think, thrive and achieve based on our continuous research into which sales behaviour impacts most positively on a company's bottom line. It challenges and changes the standard perception of sales. Perhaps surprisingly, it's not just for salespeople. Nor is it just for major blue-chip clients.

Many small- and medium-sized enterprises come to us looking for answers to several questions: why, when their business grew so rapidly at the outset, has it suddenly hit a plateau? What is impeding their further growth? Are their sales teams doing something wrong?

In almost every case, we find that these companies are surpassing their customer acquisition targets. But while their new sales curve is impressive, their customer retention, upgrading and cross-selling statistics tell another story, and there are several reasons why this is so prevalent in SMEs.

At the inception of any new business venture, the ambitious entrepreneur at the helm provides the initial spark, defines the young company's ethos and drives it to success. All too soon, however, they become embroiled in the day-to-day running of the company; their talents are diverted elsewhere.

As the enterprise grows, new and bigger issues develop. The systems and processes that were designed for a smaller business model are no longer adequate. They impede operations, shifting the team's focus away from its customers' needs. As new departments are

introduced to cope with the workload, internal disconnection occurs and the essence of the business becomes diluted.

The more customers the company wins, the less time there is for personal communication. Client relationships become more distant, which not only increases the likelihood of things going wrong, it actually decreases the ability to spot unmet client needs and turn them into additional sales opportunities.

It's tempting to lay the blame solely at the door of the sales team when, in reality, it's the entire business structure that has brought the growth of the organisation to a grinding halt. Business-wide, there will be a general lack of awareness of how employee behaviour can impact on sales performance, and few outside the sales department will realise that selling is all about joint problem-solving.

At Huthwaite, we believe that the most successful SMEs of the 21st century will be those that align sales with structure and process, incorporating the philosophy of Living Sales™ into the very fibre of their operations. Unless sales teams get the support of everyone else in the organisation, and behaviour change is business-wide, the company will never realise its full potential. That's the one simple, guiding principle of Living Sales™. There's no woolly, ethereal concept behind it. It *will* impact upon your sales curve. It *will* deliver a measurable return on investment. It *will* put selling and the customer relationship back where it belongs: at the very heart of your business.

 **Huthwaite**  
improving sales performance *International*

Living sales . . .  
the defining factor



The good news is that it's much easier to embed the sales-centric culture of Living Sales™ in a blossoming SME than it is to backwards engineer into a large company. Our range of Open Courses, including our latest course 'Living Sales™ for Everyone', have already helped countless small- and medium-sized organisations break through their growth plateau. They've improved the behaviour and performance not only of those people whose role it is to sell, but also of those not directly involved in sales, making them aware of how their behaviour affects sales outcomes. They've learned the true science of selling.

**For further information contact Guy Aston.**  
**Contact details: +44 (0) 1709 521226.**