



Take a fresh look at training

Delivering
Performance
Improvement



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Missed opportunities for revenue and profit

Payment terms, up sell, cross sell, pull through, cost control, volume sales, profit management...



What is the difference between mark up and margin?...

Whether you are being adversely or positively affected by the current economic climate, developing revenue and managing profit command the highest place in business priorities. This newsletter poses questions, the answers to which may provoke you to want to know more.

Q: Where are the missed revenue and profit opportunities within our current customers and contracts?

Q: Are any of the following areas candidates for where additional attention would deliver a healthier return?

- More structure in the current sales process
- More effective account development
- More effective bid management
- More effective cross-selling
- More effective up-selling

Q: Where are the opportunities within our customer base outside the sales force?

Q: Should we look beyond the sales force for more revenue and profit?

Q: Where are the touch points that could provide added opportunity and protect the customer experience?

1. Hospitality
2. Front desk
3. Order entry
4. Help desk
5. Credit control
6. Service delivery
7. Professional services
 - a) Pre-sales
 - b) Post-sales support
 - c) Service
 - d) Installation
 - e) Maintenance
 - f) Training
 - g) Consultancy
8. Reception

Continued

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Continued



If there is a contact to be made with a customer, there is an opportunity to be had.

As an example, under the professional services heading there are a number of roles where the person is seen by the customer as a “**Trusted Adviser**”. Providing that status is protected, it offers significant business opportunity by being seen as adding value rather than as mercenary selling.

Once something is sold there is the potential for profit. We use the word **potential** advisedly as a poorly sold contract can very often hold the potential for loss. So where are the opportunities for better management of profit? It first pays to understand the language of finance.

Here is a quick and simple test:

1. What is the difference between mark up and margin?
2. What is the difference between turnover and revenue?
3. What is the difference between gross profit and net profit?
4. What is the difference between profit & loss and liquidity?
5. What is net present value?
6. What is breakeven?

The issue is not whether your people know the correct answer, it is whether they are supposed to!

Apply the test and check the results to see where we can help.

Managing the profit is firstly an attitude of mind and then the balance between fit for purpose, quality standards, attention to detail and managing perfectionists.

Contact us now to see how we can help to unearth those missed opportunities...

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PTS has a wealth of expertise spanning 25 years.

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