

Salesmen4U

FACTSHEET

Why did we start Salesmen4U.com?

Affordable solutions ... for SMEs to create their own great sales team.

From vision ...



For most if not all companies around the world, **sales professionals and their managers are extremely important strategic assets** who will eventually make or break the success of a company.

It is also a pretty tough job, especially in the current global economic climate, not only to find the right sales talent but to make sure it can be developed **and retained for a very long period of time**. Hence, the cost for any company to replace a member of its professional sales team and re-train the successor is just huge and **must be avoided as much as possible**.

This is particularly true for Small and Medium sized Businesses in every sector around the globe. As business people ourselves we have continuously seen throughout our careers, that **finding dependable and affordable professional services in this specific domain**, is not easy to say the least.

For the last 60 years, the global economy has been a continuous roller coaster of ups and downs and, no matter how steep a crisis is, it will ultimately revive into strong demand **and so will therefore the need for professional sales talent!**

To mission ...



With that Vision in mind, we founded **Salesmen4U** as an international service organization specialized solely in recruiting, retaining and developing **professional sales teams for Small and Medium sized Enterprises (SME's)** around the world.

S4U have decided to focus on the particular **ecosystem of SME's** because we, as SME-entrepreneurs ourselves, do know them very well and we firmly believe that, in the future, global economy will be more and more influenced by these small and medium sized businesses due to their **abilities to adapt more rapidly to an ever faster changing world**.

We therefore feel that they also deserve the best possible and affordable solutions **for creating their own great sales team(s)**.

Based on that demand we have developed our value proposition on a methodology of high quality deliverables, true value for money and proven trustfulness. We are fully convinced that our **very rigid focus on these unique selling points** will enable us to achieve the following long term mission statement ...



"To become the affordable, well trusted, high quality driven and international top player for creating great and highly motivated sales teams for the small and medium sized enterprises around the world."

The short version why we started ...

"Because I wanted to deliver something I never had in my 40+ years of business life ...

... professional and affordable services for creating my own great sales team(s)!!!"

Julien Anno – Founder of Salesmen4U

Our value proposition ...

- ✓ Salesmen4U is ... **Entrepreneurs** delivering services **for Entrepreneurs**;
- ✓ We are **Businessmen** who have worked most of our careers with Sales Professionals and Sales Teams;
- ✓ All our Certified Partners **have at least 15 years of management experience** in this particular area;
- ✓ We **specialize solely in building and improving sales teams** and offer services specifically designed for just that (see next tab);
- ✓ We have decided to focus and **target** our activities towards **the Small and Medium sized Enterprises** (SME's) around the world;
- ✓ We have developed our own **process**, a special **methodology** and our own **tools** enabling us to produce **high quality deliverables** for every single project;
- ✓ We have **very affordable and fixed prices** for our projects so that our Clients exactly **know the final cost from start**;
- ✓ We are continuously extending our **international network of Certified Partners** enabling us to deliver our value proposition in other countries as well;
- ✓ We **bring your Sales Team from being good to being great**;

Our solutions in a nut shell ...



Creating a great sales team is not just a matter of finding the right sales person(s) for being part of that team! Great sales teams work and live **in a total environment which enables it to continuously perform well above average**.

It is therefore very important for us at Salesmen4U.com to have **a very good understanding of what constitutes your particular environment**, if we want to do a good job in helping you to create your great sales team.

This understanding has led us to **develop our own methodology Q-METH** with its high quality **tools and deliverables** and to offer these in 5 "**packaged solutions**". They are mentioned in short below and can be offered separately or in any combination **and at Fixed Prices**.



Change management (consultancy)

S4U-Partners will brainstorm with SME-owners to completely understand their current business environment. With this specialized methodology, they will consult these companies in setting up programs **for substantially improving the development of their business at the front end**.



Talent acquisition

We use our own process, tools and specifically developed methodology for **searching, finding and selecting the right candidate(s)** for your proper Sales Team(s). And all of our Certified Partners, wherever they are operating, use the same enabling us to produce consistent high quality deliverables around the globe.



Assessment

No single great team of people can be created and maintained without **assessing** its members on **their ability to deliver results** in the specific environment in which they have to operate! This is particularly true for sales professionals.



Coaching

S4U does not have a catalogue of coaching services to choose from but we discuss with our clients **their specific needs and objectives** and define tailor made programs which can be based on **individual or team coaching** activities. We can also discuss so called frame agreements or combinations of success based coaching programs.



Training

We feel in that respect that, in order to bring our Clients' Sales Teams from being good to being great, they are much more in need for **hands on operational "Tips & Tricks"** which we teach **based on real life case studies**. These **training programs are heavily interactive** and the case studies are developed to fit our Clients' operational environments as close as possible so that the **learnings can immediately be used in the field**.

More information on our services can be found on our website or just give us a call!