

Opinion: Time for Flexible Selling

The recession is now hitting Europe right across the continent. In fact it has been doing so for a while and it has not reached the bottom yet. Businesses that succeed in spite of difficult economic conditions are businesses that do not stop selling. The best performers will be those that sell more smartly and wisely than their competitors. You cannot push people to buy more. You have to reach people cost effectively when they are in the mood to buy. The recession is going to be hard and it is going to be unpredictable. So the question is: Do you have lean and clear processes that combine skills and technology flexibly?

There is an opportunity here for outsourced teams. Clients from across Europe are showing more willingness to think about flexibility and to assess outsourcing solutions.

Flexibility is the key driver for success. In-house sales teams create a list of fixed overheads for the business. The largest single overhead is people.

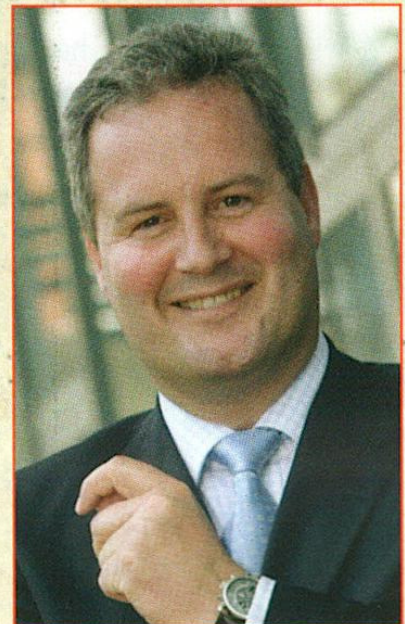
You do need good skilled people to be able to deliver sales in the right place at the right time. Staff turnover is a key quality element and losing key staff at crucial times adds to the feeling of uncertainty. You also need to be able to

combine those staffing skills with the right processes and technology.

A business that is using an intelligent outsourcing solution has achieved greater flexibility. Outsourcing offers the leanest and most sophisticated way to avoid costs whilst being able to react quickly to sales opportunities as they arise.

It is our job to help clients to be dynamic of the current climate. By taking charge of the sales staff management and HR process and assuming responsibility for the consistent performance of sales staff we can empower the client business to focus on product.

SERVICE INNOVATION GROUP delivers process optimising solutions for sales and retail and is offering its services in all European core markets. At present more than 150 brands European wide are using SERVICE INNOVATION GROUP as their service partner.



**Juergen Mueller is CEO of
SERVICE INNOVATION GROUP**