

CIDERMILL CONSULTING LTD



Press Release

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Tackling the next sales challenge: business knowledge

Consultancy company Cidermill Consulting provides coaching for manufacturing software vendors to address the next sales challenge: business knowledge.

In today's increasingly competitive environment, sales and marketing directors are continually judged on their ability to succeed in 3 critical areas:

- **Increasing sales of existing products**
- **Successfully launching new products**
- **Getting and staying ahead of the competition.**

To meet and beat these challenges, sales teams need to understand the motivations and challenges of their clients and prospects, the issues that are uppermost in their minds, and the discussions that are happening at board level within the enterprise.

Cidermill Consulting's mission is to assist the sales teams of enterprise software suppliers to understand the business of their prospects and clients – this is fuelled by our conviction that sales executives who can have meaningful discussions with business executives and help them address critical business issues will be more productive and more successful. We offer an **Industry Workshop** for manufacturing, logistics and allied industry sectors; and a **Finance for Salespeople** module for those teams addressing either the commercial or public sector markets. To complement these modules, we include a **business simulation** in our workshops, where participants manage the finances of a manufacturing company over three years, create balance sheets, P&L statements and understand the importance of cash flow. They experience at first hand why concepts such as pull manufacturing, the lean enterprise and compliance feature so strongly with business executives today.

Cidermill has worked with the sales organisations of a number of blue-chip business solutions providers including, SAP, Oracle, and HP. It works closely with sales people to ensure they develop advanced listening skills and are able to articulate sales propositions in an effective way to board members of their prospect companies.

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