



What are your challenges to your growth in sales?

TEAM

Do you believe your sales team could perform more optimally?

PARTNERSHIPS

Are your partnerships delivering, in need of a refresh and a steer in the right direction?

LEAD GENERATION

Could your new business lead generation deliver better results?

SALES TURNAROUND

Are your sales results in a state of distress?

SALES LEADERSHIP & OPERATIONS

Would your Leadership team or Board benefit from external insight, delivering you expert sales leadership and partnering guidance?



Elite Equipe is about "New Business", helping B2B sales teams drive it - whether direct, through partners and channels or making lead generation team approaches more efficient and effective, shaping your success.

Hi, I am Moira Edwards, the founder of Elite Equipe.

Driving new business is my passion. Elite Equipe is all about New Business - helping our clients to drive new business, successfully!

Teaming is a huge part of this, whether internally within a business or between businesses.

WHAT WE DO

We provide practical & constructive guidance for sales organisations using hands-on mentoring, helping to answer and address the critical questions mentioned above. You can engage us in spot consultations, short-term projects or more regular sales team leadership advice and guidance.

OUR EXPERIENCE

Our experience is with small and large, UK-based and international teams across direct sales, channel/alliances sales, inside sales and lead generation.



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Our practical experience in the field means that we can help your business in a "real world" way, having had great successes in sales & channel leadership as well as facing and overcoming difficult challenges and tough moments along the way. We roll up our sleeves and are hands-on.

The background to the name Elite Equipe is that "Equipe" is French for "Team" and our focus is shaping your team's success.

Please feel free to call me to discuss how you and your team improve your sales success.

Elite Equipe has in-depth, hands-on experience in the areas below. I would welcome a discussion with you to explore the challenges that you face and how we may be able to assist. Please feel free to give me a call or send me an email.

Partnerships

Whether your business is new to partnering, you believe your partnerships could perform better, or you are looking to scale, then we can help you through using practical partnership approaches and methods to deliver incremental & repeatable business.

Example project areas:

“Readiness to Partner” Assessment & Plan - What do you need in place to Partner Effectively?

This is useful for businesses that are looking to scale through partnerships or channels.

Gap Analysis

Where you are today compared to where you need/want to be?

What you can do that’s effective and will accelerate getting there.

Partnership Approaches

How to get partnerships working more effectively? There are practical steps and using the model in our Template for Success we have a visual representation that helps you to plan how to get there.

Guidance on who to partner with, Partner Programs, Partner Operations, assessing your partners, and executing successfully in the field.

Also, if you would like to read my blogs on my LinkedIn profile about successful partnering you will find them [here](https://www.linkedin.com/in/edwardsmoira/) (via my LinkedIn Page - <https://www.linkedin.com/in/edwardsmoira/>)

New Business Development

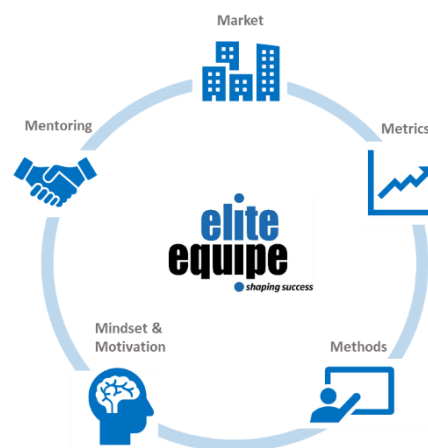
Lead Generation Approaches

Lead flow through marketing to sales to opportunity closure; Building quality and develop higher acceptance rates.

What clear goals and metrics will drive your growth?

Partnerships – Delivering truly Incremental business

How do you drive business that you would definitely not have achieved without partnering?



Sales Assessment, Development & Effectiveness

Challenges in driving new business or meeting your targets can happen anywhere in the sales cycle. From market definition and focus, through to a solid and believable close plan for a piece of business at the end of your quarter.

Sales Team Assessment

Whether it’s for improving Focus, Accuracy, Efficiency, Accountability or Performance.

Expert Advice on Sales operations and reporting

What metrics suit your business and drive better results?

Executive support on how to get the best from your sales team

What can effective and best practice sales management look like for your business?

Sales Turnaround

When sales results and performance are unacceptable, need to be significantly better, or your business is going to through change:

How can you secure the required major “step up” in performance?

Elite Equipe combines the above services and approaches to deliver sales organisation turnaround, whilst taking a positive, realistic approach.



A new clear focus delivers success!

A combined inside sales & lead generation team was struggling to be successful in both aspects of their role. The opposing focus between generating the funnel of new business for the sales team as well as closing some of their own smaller opportunities created conflict in their daily activities. Success came from recognising this conflict and redefining the roles in the team to enable specialism in either lead generation or inside sales. Keeping the roles distinct and defining clear success metrics enabled the pipeline to grow well for both teams, producing a significant upturn in their performance.



Customer Experiences

“The art of management revolves around different facets. Very rarely you find professionals who have mastered at least 80% of it. Moira is one of the rare breed of personnel who carry a strong work ethic, clinical methodology for analysing every process in management, detail oriented and far sighted on the future evolution of the team. She takes extensive care to ensure her reportees are motivated and given a fair chance to be successful. A well networked person with ultimate patience and attentiveness with a smile always.”

Sesh Ram, Google Cloud (Apigee Edge) Sales specialist, previously Sesh worked for Moira at TIBCO.

New business sales team turnaround – becoming #1 team for the quarter!

The mission was to turnaround a struggling new business sales team with fairly junior salespeople, where the pipeline was low and sales were “being deferred” or not closing. An in-depth assessment of the current opportunities highlighted the changes that were needed, including a focus on the sales language used with customers, taking a customer-centric approach. Their pipeline grew and three “Quarters” later, they became the top performing team for the Quarter



Streamlining Sales Operations & Mentoring.

When planning for growth, a consultancy recognised that their forecasting was not accurate and specific enough. They engaged Elite Equipe to perform a Chief Revenue Officer function to introduce consistency and realism into their forecasting. Getting the sales team aligned with their new go to market and fully onboard with the new process was critical. We used their CRM to deliver the right information for the leadership team whilst making it a useful process for the sales person. Mentoring the team was key as some were fairly new to a solution sales approach. This process justified the recruitment of a full-time sales leader to pick up the reigns.

“Moira sets the benchmark for the alliance management in services sector. My association with her pans across multiple firms and it has been an absolute pleasure to seek her support in building a good sales pipeline. Her understanding of the industry and different technologies gives her an edge. She comes across very professional, committed and focused to help drive and generate business.”

Chakradhar Gooty Agraharam, Corporate Senior Vice President Technology at WNS Global Services and previously AVP, Head of Digital Services, Cognizant



“Shaping Success is our mantra. I look forward to discussing how we can help to shape your team's success, building and advancing your Elite Team!”

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