



## Phases of Sales Stewardship Engagement

Can Paradigm engage at the tactical level to improve sales? Certainly. Below however is the roadmap for optimizing the stewardship model across an organization.

1. **Vision Alignment:** Done at the CEO/president/owner level. May include other leaders if visioning, etc. is done in a highly collaborative fashion. This discussion or alignment phase of the engagement will include framing the sales stewardship paradigm as well as key milestones of implementing the practice.
2. **Leadership Commitment.** This phase includes three tasks:
  - Sharing the Sales Stewardship Vision with all top-line leaders in the organization to ensure consistency of messaging and objectives.
  - One-on-one meetings to discover role-specific needs from and inputs to the organization's sales team. This also serves as a discovery period for understanding the potentials for leveraging the sales function for each discipline i.e. finance, operations, etc. in the organization.
  - Leadership team meeting to review, verify and modify as needed the results from one-on-one meetings.
3. **Organization Execution:** This phase is defined by discovery during the Leadership Commitment phase. Collaborative tasks will include measuring of results or Stewardship execution. In-depth, sales-specific consulting and coaching may be suggested to address areas such as:
  - Building a farming team with high revenue growth attainment
  - Account management and planning
  - Ensuring brand alignment with sales messaging
  - Creating a strong referral engine

