

Providing growth planning through data driven insights



Contents

- + Who am I
- + Introduction
- + Revenue Slippage areas
- + Where can I help
- + Optimise performance
- + Structures and scaling
- + Coaching
- + Process
- + Why me
- + Testimonials



Who am I?



- + Sharon Mahoney, an experienced sales leader specialising in analysing data to guide decision making for leveraging performance
- + Over 20 years' experience delivering growth and creating high performing teams across multiple industries
- + Commercially focused, highly resilient motivator who uses insight to drive intelligent decisions that impact positively on P&L
- + Organisational design expert with a huge amount of experience developing optimum structures for success
- + Skilled coach and mentor who can work with operational managers to ensure effective day to day activities and training are developed and embedded



Introduction

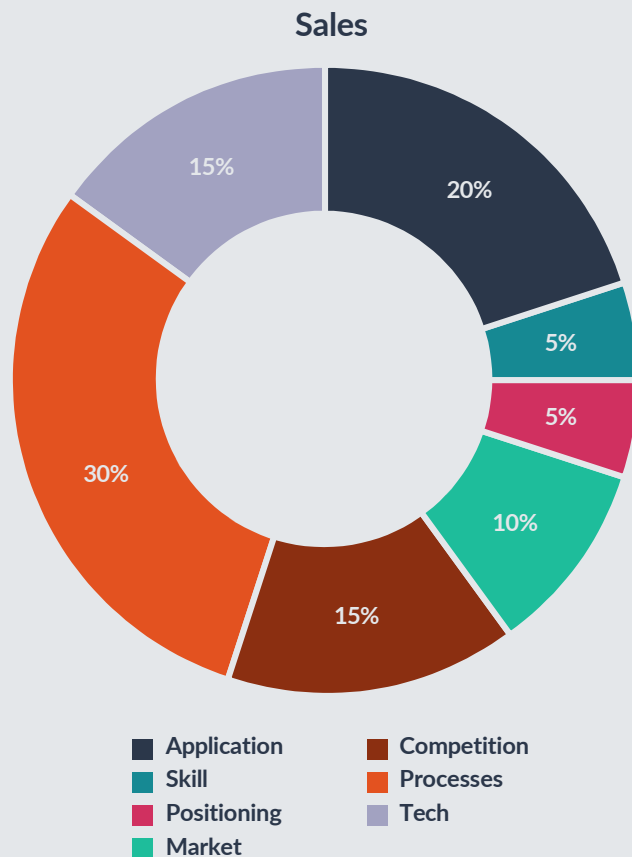
Helping you transform your sales operation by leveraging data-driven insights to boost your win rate and drive meaningful improvements in sales and retention performance

Identify critical points where the sales journey loses momentum and focus on implementing impactful changes.

Create the right team structure to optimise performance and improve effectiveness to grow your sales and retention levels.

Support your team leaders through the tactical implementation of strategy and ensure you maximise the potential benefits available.

Where do we really lose revenue where does slippage occur



We focus on training salespeople and embedding training through coaching, however the majority of slippage in sales is not dependent upon a salesperson's capability. Its

- + Processes
- + Application
- + Tech

Whilst this will differ within teams and industries, they all play a part, yet can often be the most overlooked areas of focus

Where can I help

- + Supporting you with optimisation through data
- + Helping ensure you have the right structures in place and how to scale (up and down)
- + Working with tactical leaders on implementing growth plans



Supporting you in optimisation through data with...

Understanding on

- + Breaking down budgets
- + Forecasting accurately
- + Your sales cycle and process path
- + Different impact points on the sales journey

Developing process that

- + Identify and track the right KPI's
 - + Use data to influence effectively
 - + Create effective target and reward structures
 - + Deliver appropriate pricing matrixes
-

Helping you put the right structures in place and scale

Scale up or down

- + What are the longer-term goals
- + What's the current skill level / gap analysis
- + What's required for delivery of objectives
- + How does the recruitment / training process deliver on objectives
- + What is the impact of a new starter / leaver

Structures

- + Expectations of team
 - + What does the current structure deliver
 - + Is there capacity or overflow within the team
 - + What development planning is in place
 - + What is the external experience like (client / prospect)
-

Working with tactical leaders on implementing growth plans

Increase Performance and potential

- + What's the current skill/will profile
- + Where are the opportunities in the team
- + What is the expectation of coaches
- + What support do they get in coaching
- + How does accountability factor

Skill enhancement

- + Complete weighted skill matrix
 - + Understand individuals' current skill and impact
 - + What is the potential
 - + Where to focus for maximum benefit
 - + Effective use of direct and non direct coaching
-

Process



Initial conversation

This would be an initial teams meeting to understand current structure, performance and objectives and challenges.

Review information

Next step would be to review the information available for assessment and recommend project brief, dependant on requirements

Phase one

Agree deliverables and scope. Deep dive into data, Have discussions with key stakeholders and agree deliverables and timescale

Phase two

Conduct additional research based on initial findings, then create an output proposal with recommendations of any actions and training

Phase three

Work with key stakeholders internally, or identify external partners to support implementation of recommendations

Why me?

- + I know sales, I know people and I know data and come with over 20 years of knowledge and experience from managing high performing teams.
- + I'm a strong communicator, I'm pragmatic and I focus on making teams work more effectively with factual insight as my base.
- + I can identify where your teams can improve and advise on how to make it happen.
- + I'm solution orientated and practical. I don't just work on theory I dive into the problem to work out options that will best meet the desired goals.
- + I'm objective and will look for the optimum output for different scenarios.
- + I'm numerate and experienced in reviewing and interpreting different information assets and deriving intelligence from them.
- + Most importantly I've done it. I have delivered double digit growth over the years using data insight as my base to make changes, I have effectively scaled up sales teams to maximise revenue gain, I have scaled down teams when appropriate and improved win rate at the same time. I have developed through coaching and mentoring team leaders, department heads and future businesses leaders



Testimonials

I had the privilege of working with Sharon Mahoney during my time at Barbour ABI, where I employed her as Sales Director while serving as Group Commercial Director. Sharon demonstrated an exceptional understanding of the metrics and mechanics that drive sales success. Her ability to coach and mentor the sales team was second to none, fostering growth and delivering measurable results across the board.

What truly sets Sharon apart is her remarkable eye for detail and her mastery of the minutiae—a rare and invaluable trait in sales leadership. She has an innate ability to identify opportunities for improvement and ensure that every aspect of the sales process is optimised for success.

For any organization seeking to enhance their sales processes or audit their sales delivery, Sharon is the ideal choice. Her analytical approach, combined with her ability to inspire and lead, makes her a transformative force in any sales environment. I cannot recommend her highly enough for her new consultancy venture—she will undoubtedly add value and drive success wherever she is involved.

Simon Rhodes – Fractional sales leader , Built Environment

Testimonials

Sharon is a highly successful and motivated sales leader whose passion for driving results is truly inspiring. She has an incredible ability to not only analyze data but to translate insights into actionable strategies that deliver measurable success. Her leadership style brings out the best in people, fostering a collaborative and high-performance culture that drives both individual and team achievement.

Whether it's improving sales processes, mentoring teams, or developing strategic plans, Sharon brings expertise, energy, and a relentless focus on results to every challenge she takes on. I am confident that she would be an invaluable asset to any organization looking to elevate their sales performance and achieve greater success.

I wholeheartedly recommend Sharon to any company seeking a transformative sales consultant. She has a proven track record of excellence and the skills to make a lasting impact.

Stuart Edmondson - Head of marketing, SpecTec

Testimonials

“Sharon is a first class operator. Able to align data led empirical evidence with her strong commercial thinking to drive growth, she’s been an asset to the Barbour ABI business over many years. I have no doubt that any project work she undertakes will be highly valuable to that business in building capability for the future”

David Buckley – Managing Director, Barbour ABI

Sharon was my manager for 8 years, she is as an exemplary mentor and role model, significantly contributing to my professional and personal development. She cultivated a thriving, empowering environment where I felt encouraged to reach my full potential. Sharon consistently challenged me with new opportunities, providing unwavering support throughout. Her exceptional coaching skills facilitated independent problem-solving through insightful questioning and guidance. Even constructive feedback, delivered with her characteristic tact, felt positive and motivating. Sharon's inspiring leadership and commitment to continuous improvement were instrumental in building my current confidence. I am thankful for her invaluable mentorship and support.

Chrissy Jamieson – Head of Sales and Operations

Get in touch

Contact me today to transform your team's performance!"



Sharon Mahoney

- + [LinkedIn](#)
- + Tel : 07596 129205