

Sales Strategy

In Partnership with **H**
SALES
FROM HUDSON OUTSOURCING

H
STRATEGY
FROM HUDSON OUTSOURCING



About Us

Hudson Strategy was launched to further support our mission of increasing the survival rate of start-up and growing businesses around the world. We believe the right planning and strategic advice plays an important role of business growth. The right decisions are critical to success.

Business owners cannot be expected to know everything, they often need specialist advice and support from those who are experts in a specific trade, those who have experienced a specific problem, or those who simply understand the fundamentals of starting a business.

Our team at Hudson Strategy has been born from specialist experience and vast industry knowledge. Our consultants have decades of experience starting and growing businesses, offering strategic or specialist advice and have proven results of the work they've delivered.

Before starting Hudson Outsourcing, Our founder Jill worked as a business survival consultant, a fixer, she often calls it, where she worked with businesses who were experiencing problems, and she was called in to put them right. Working with internal team members and board of directors she soon had a reputation for delivering results and helping clients spot problems before they became too difficult to fix.

She now supports her team by implementing specialist coaching and advice so clients can experience her level of knowledge and skill via her trusted team.

Hudson has been built from the ground up, an initial idea that has evolved over time. By effective planning and careful consideration to client problems, we've implemented the right solutions to support our clients growth. With customers in 40+ countries and helping 2,000+ businesses, we can help you achieve results and see longstanding success.



Sales planning is essential to all businesses

It's essential for any business to know what they're selling and who they're selling it to. How else will you stand out from the competition?

Revenue generation is critical to business survival, but so is profit. Sustainable businesses, need customers, they need sales, and they need profit. A well-documented sales strategy gives your sales team purpose, to know what they're working towards, and understand when they've achieved. It also helps business owners clearly set objectives and understand how well the business is performing against stock levels or service availability.

Working with Hudson shows clients how to maximize the performance of this critical department, whilst ensuring your products and services sell at the desired price. A Hudson strategy will include motivation tactics for improved team performance, increased lead to sale conversions and tools for more effect prospecting.

When working with Hudson Strategy to develop your next sales strategy, we will work in partnership with Hudson Sales, ensuring you gain access to the best talent, knowledge and experience that Hudson Outsourcing has to offer.

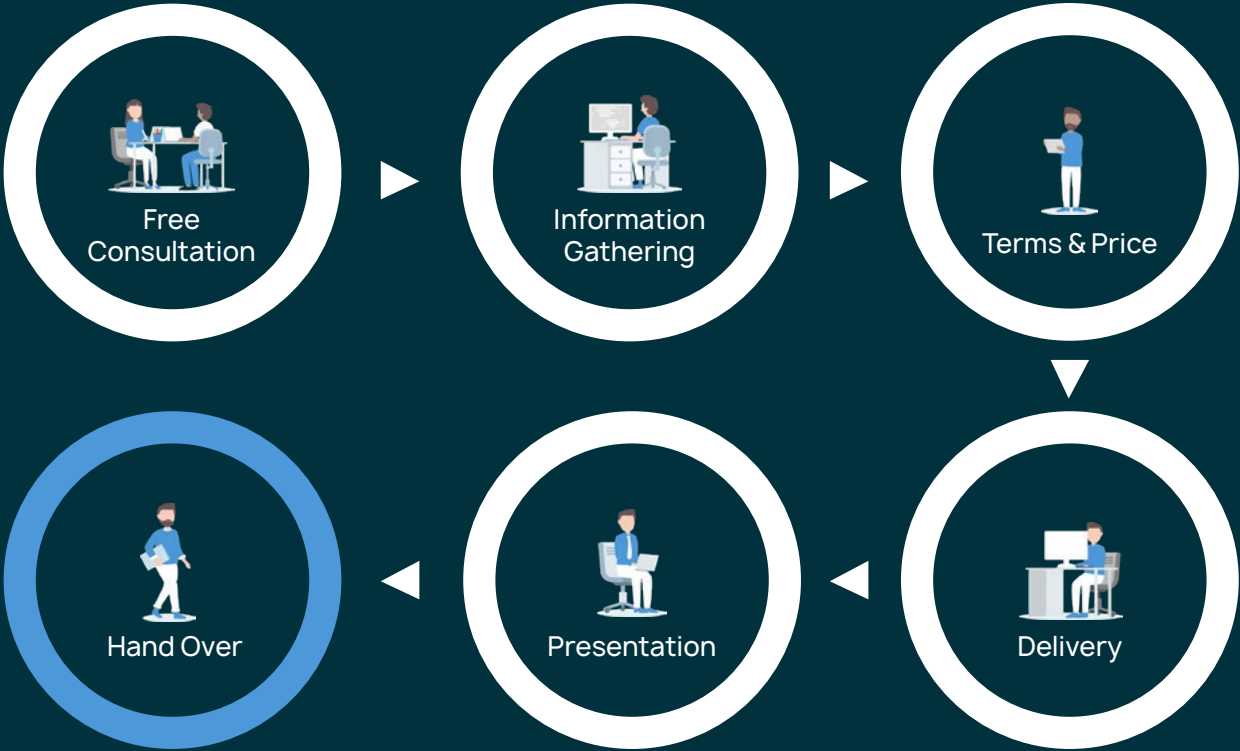


What's included in a Hudson Sales Strategy?

That hugely depends on your business and what you're selling, but we'll look at:

- Growth goals
- Sales KPIs & targets
- Buyer personas
- Proposed sales processes
- Sales management tracking
- Software suggestions
- Customer relationship management
- Upsell & cross sell strategies
- Team structure
- Competitor analysis
- Product & service positioning
- Sales tactics

How We Work



Starting from
\$650
Per Day

FAQS

What is your confidentiality policy?

We sign NDAs with all clients, so you can rest assured your information will not be shared with any third parties. We won't even disclose that you are a client without your prior approval.

Who will deliver my strategy?

You will have an option when working with Hudson Strategy, for what level of consultant you would like to work with. We have senior consultants, or director level consultants. We will always advise the best option for your business, but the decision is ultimately yours.

Will the work be delivered face to face or remotely?

COVID changed the way we work, and as a result of this our clients benefited from not having to pay hefty travel fees when working with us. We now deliver all work remotely, either on a one to one or with a group of stakeholders at your business. This has so many benefits for our clients. It means we can be flexible with diary changes. We can be more accessible when we're needed, and we can jump onto urgent tasks as and when required.

What are the benefits of investing in a strategy for a start-up business?

Starting a new business is often stressful. There are so many decisions to make as a business owner, and no one can know everything. Having access to qualified consultants takes a lot of that stress away. Your Hudson consultants aren't just the developers of your processes and procedures, they become your mentor, your go-to advisor and they'll share your problems and help you find solutions. Making the process of starting a business easier and more efficient.

What is the cost of your service?

We have a two-tiered approach to costing our services, but we keep it simple.

You'll always be delivered with a proposal and a fixed price in advance of any work being carried out and you will always be presented with two options. To work with a senior consultant, you will be charged a day rate of \$650 per day, to work with a director level consultant with a minimum of fifteen years-experience, you will be charged a day rate of \$900 per day.

What will the consultants need from me in order to get started?

When you decide to work with us, we would have already conducted several Zoom meetings, so your dedicated consultant will have prior knowledge of your business and what your objectives are. This allows us to produce a questionnaire which needs to be complete by you, and we can do this either email, telephone or Zoom. The more information you give us, the more we can help. It is essential that you're honest with us during this process. If your start-up budget is tight, let us know and we can ensure our solutions fit within your budget, if your business is experiencing difficulty tell us as the solutions we create are likely to be different. Rest assured, whatever you share with us during this fact-finding mission will be kept confidential.

I see that Hudson is a global business, will my consultant be based in the same country as me?

This depends, sometimes the best consultant for a business in the UK will be based in America. If you're looking for someone to help with a growth strategy for example and you're looking to expand overseas, it's important we set you up with the right consultant to deliver the service you're paying us for. Rest assured, we will always tell you in advance who we recommend you work with, given their experience and knowledge of your sector, the markets you want to enter and the problems you're trying to fix.

How will the end-product be delivered?

That depends on what you need, but it will always be documented in your proposal, which is how we propose exactly what we will deliver for the price. Some clients like us to formally present the strategy to their board, so your finished product would be a formal presentation and a presentation as a takeaway, others want us to write up a formal strategy for them to digest and implement internally, and others just need guidance, support and more of a mentor relationship to ensure the proposed strategic changes are implemented. We deliver what works best for you.



STRATEGY

FROM HUDSON OUTSOURCING

Get in touch today, to discuss our robust offering.

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