

## Performing

### Maintaining momentum once the business is up and running

Feeding the machine...Leads in the hopper; profitable sales revenue out the other end.

But how are the leads created; who turns them into opportunities; who closes the sale; and are these constituent processes running at their optimal level.

And each new idea that emanates from effective customer interaction could form the basis for profitable diversification, bringing us back to the forming stage - will it fly?...

Wearing The Hat can help with

- Business stage mentoring and sounding board
- Ongoing telesales / appointment booking
- Ongoing outsourced sales delivery
- Ongoing interim management
- PR activity
- Process engineering & implementation
- Sales force planning
- Diversification (back to stage 1)