**E3 Group**

**Home page**

Welcome to **E3 Group**. Our focus is to ensure we enable our clients achieve their Sales performance objectives through Sales Effectiveness and Efficiency, within realistic time frames and costs. We firmly believe integrated Marketing contributes significantly to Sales Effectiveness to achieve revenue growth

**About us**

**E3 Group**  was founded to address the sales performance and marketing needs of Small to Medium businesses in today’s competitive market where most buyers are highly informed -demanding more than ever before

The Sales processes has been around for 20 years or more, with some notable global “stars” having more recently created valuable emphasis on various techniques within in the Process itself. Fundamentally the process has not changed but has had key areas refined and refocussed for today’s sales environment – which will continue

What has changed is the market drivers and therefore how we now sell – ensuring we match the way we sell to how the customers want to buy. Today most buyers are highly informed, time poor, stressed and expect ongoing high value regarding their engagement with sales people.

**E3 Group Management Team**

**E3 Group** founders have been selling and marketing to direct corporate, Channels and Wholesale

For over 20 years, and have experienced all these changes and recognise the needs of many Small to Medium businesses wanting to sustainably improve their sales performance in this “new sales environment” that was heightened since the GFC.

We have made it our business to research and track ongoing best practice and thought leadership to ensure our methods are most appropriate and effective for today’s resource strapped businesses, we have also acknowledged some sales s techniques such as “always be closing” and traditional “feature function benefit” dialogue may now be harmful in selling relationships and are superseded with higher impact customer focussed dialogue – enabling you to differentiate in the way you sell.

**Profile -- Barry Lindsey**

Barry’s sales and marketing expertise draws upon his experience in the corporate market as well as his academic background. With over twenty years’ experience in solution sales, business development, Sales and Marketing Management in the Telecommunications/Voice and Data Networking industries, he has a solid career in successfully developing new business through effective sales as well as strategic marketing initiatives. This has included sales and marketing of technology solutions to direct corporate, wholesale and channel partners as well as managing a number of technology start-ups.

He holds Masters of Business (Marketing) and a Graduate Diploma in Marketing – RMIT University. And has ………………………………………..

Profile - -Ian Lyons

**SERVICES - your Consultative / Outsourcing options**

**Vendors/ Start-up consulting**

Viability, Target market qualification, Business plans, Marketing Plans, consulting and mentoring

**Outsourced Sales Manager**

Do you need Interim sales management while placing new headcount or require a revamp or assessment of your current sales situation **E3 Group** has the experience and expertise to help you through this phase

**Marketing**

Do you need marketing resources for a special requirement **or h**ave no annual budget for the Marketing you need. We have selected a virtual team of trusted like-minded associates and partners we can draw upon who are specialists in their field that cover design studio and production of marketing collateral, PR, Technical writing, Web site and sales automation etc. We direct and project manage these initiatives to streamline quality delivery and contain costs for our clients.

**Sales - Our Approach**

Today there are thousands of on line documents, blogs, organisations, free downloads and white papers covering sales and marketing methods which can consume months of reading and consideration – At **E3 Group** we have distilled much of this and our own current front line experience into the 3E’s approach

Execution, Efficiency and Effectiveness