

# The Three Pillars of Successful Selling

Uniquely devised by Karen Dunne-Squire, The Three Pillars of Successful Selling is designed to ensure that a business has complete strength in its sales operation.

Activity



Consistent communication with clients  
and prospects

Diversity, Quantity, Structure and  
Content

Process



Defining the way to sales success

Customer journey across lead generation,  
nurturing and account management,  
Technology used within sales activities

Management



Strong management and leadership

Structure, Performance, Communication  
and Training

Strength In All Pillars = Robust Sales Operation



If you'd like to find out how The Three Pillars could bring you sales success, contact Elation on 0117 965 2189, email [team@elation-experts.co.uk](mailto:team@elation-experts.co.uk), or visit [www.elation-experts.co.uk](http://www.elation-experts.co.uk)