



Commercial Strategy & Negotiation

Beyond-the-Core a Sales Perfect® programme

Beyond-the-Core - Expand Your Reach, Secure Your Future

Thrive in an Evolving Market

The UK office supplies market is transforming. For forward-thinking dealers, diversifying your product and service range isn't just an option—it's a pathway to increased revenue, stronger customer loyalty, and improved sustainability. By enabling your customers to consolidate their suppliers across multiple categories, you'll deliver significant commercial, operational, and time-efficiency benefits, cementing your position as their indispensable partner.

Your Customers Crave Simplicity

Businesses today are seeking a consolidated supply solution for all their essential needs. They don't want the cost and complexity of managing an array of suppliers for products they don't typically sell themselves (often referred to as Goods Not For Resale, or GNFR). This burden is felt by start-ups, SMEs, and large corporations alike—and they would much rather avoid it.

The concept of a "single source" supplier is already deeply embedded in our purchasing habits (think supermarkets). Your customers are already accustomed to purchasing core office supplies from you as a single source. The opportunity now is to extend that trusted relationship across a wider spectrum of their business needs.

Building Trust Beyond the Basics

Expanding your offering means asking your customers to place significant trust in you. They need to believe you can reliably deliver across new and wider product categories without letting them down. This isn't just a commercial decision; it involves personal risk for their team members responsible for procurement.

Therefore, the critical challenge is to **create and articulate a customer proposition that truly earns and maintains this trust**, empowering you to confidently take your diversified offering to market.

Sales Perfect's Beyond-The-Core (BTC)

Beyond-The-Core is Sales Perfect's proven solution designed for office supplies dealers ready to successfully diversify their offerings. BTC is a flexible and accessible package of customisable support services, developed by experts with a track record of driving profitable sales growth through diversification.

Who is Beyond-The-Core For

- Businesses who are considering or need to diversify their customer solution
- Businesses who have already begun diversifying but it is not delivering the required results

Our program helps you:

- Lock in and develop existing customer relationships.
- Create brand new customer opportunities.
- Achieve progressive and profitable sales growth.

BTC can be implemented as a comprehensive, end-to-end solution, or tailored to your specific needs, allowing you to select only the parts that best fit your business.

What's available in Beyond-The-Core:

- **Expert Consultancy & Advice:**
 - » Strategic guidance from seasoned diversification specialists.
- **Strategic & Sales Planning:**
 - » Development of a clear, actionable, and customised strategy and sales plan for your business.
- **Supplier Selection & Integration:**
 - » Strategic supplier sourcing and vetting.
 - » Negotiation support.

- » Seamless implementation of new supplier processes
 - » Estimation tools
 - » Purchasing
 - » Customer platforms
- **Process & Procedure Optimisation:**
 - » Streamlining internal workflows for efficient handling of a diversified offerings.
- **Marketing Support:**
 - » Development of effective marketing strategies.
 - » Creation of compelling sales and marketing collateral.
- **Comprehensive Skills Training & Development:**
 - » Engaging training workshops for product knowledge and solution selling.
 - » Ongoing coaching and mentoring for your sales team and specialist support team
- **Flexible Fractional Support & Management:**
 - » Access to our expertise on an ongoing, fixed, or flexible basis, designed to align perfectly with your operational needs and budget.

The Beyond-The-Core program is available from Sales Perfect diversification expert Adam Noble in the following categories

- Print and promotional goods
- Workwear
- Beyond-the-Core can be applied to any specific category development

Programme Leadership

Adam Noble – Group Perfect® Associate Director

Adam's career spans over 35 years of sales, sales leadership and senior leadership roles at a regional and national level as Sales Director, Managing Director, Commercial Director and CEO in market-leading businesses within the office supplies, print, workwear and office services sector at a local, regional and national level.

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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Beyond-the-Core** or another relevant Sales Perfect® programme.