The Gordon Ramsay Technique

How Gordon Might Tackle Your Sales Issues
The Gordon Ramsay Technique

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When Gordon Ramsay helps boost the sales and profits of restaurants that need to improve, he has a solution that he offers.

His solution is a 10 point plan. What he says is:

1. Have clear objectives. Decide what you want to achieve
2. Make sure the chef and owner have strong leadership skills
3. Get the décor right
4. Simplify the menu
5. Bring effective discipline into the kitchen
6. Improve the quality of the food
7. Train the staff
8. Develop team spirit and improve the way the team works
9. Motivate the staff
10. Deliver great customer service

Running a sales team is a bit like running a successful restaurant. If we get the basics right the results will follow.

This means having:

1. Clear objectives and a sales plan that everyone understands
2. Managers and directors who are skilled at managing, motivating and communicating with the team
3. A disciplined approach to selling
4. A planned approach to training and development
5. A highly skilled sales team
6. Products, or services that people want to buy
7. Processes in place that everyone understands
8. Systems in place to guarantee great customer service

So why do these people need Gordon to improve their business? He is an impartial observer with lots of relevant experience and is focused on improving results, rather than being involved in the day to day running of the business. More to the point, he makes things happen.

We offer a similar service. It is called our sales audit. It begins with a free consultation and it can deliver impressive results.