

Red Vooma Sales Advisory practice



Who we are

The sales advisory practice of Red Vooma is a client-focused sales consultancy firm.

Through our own strengths and our strategic partnerships, we are able to offer a full range of products and services in the sales space, including developing company and sales strategy, designing a sales engine, assessing individual and group competencies, aligning sales with marketing, walking alongside our clients in engaging with their clients and closing deals, and coaching and developing both sales leaders and sales consultants.

Red Vooma has been in existence for 16 years and has serviced many of the large corporate in the country as well as several internationally.

What we offer

- Development of sales strategy
- Implementation of sales strategy
- Development of pipeline tracking tools
- Design of incentive programs
- Competency assessment for sales managers and consultants
- Sales coaching, in the field and in the office
- Pursuit and closing of actual deals
- Mentoring of entrepreneurs who are growing their businesses

How our clients engage us

Our clients will usually bring us in to do a small piece of work to see how we could work together and how we can add some initial value. This might be the development of a sales strategy, an assessment of a current client situation, or an assessment of sales competencies. In the largest sense, we might do a comprehensive sales audit, which is taking a snapshot of the entire sales operation, delivered in a formal report and an executive briefing.

Thereafter we usually design an engagement together. We believe very strongly in the power of co-creation. This can be from one month to six months to a year. In these engagements we usually work for anywhere between one day and five days a week with our clients, engaging at executive level, working at sales manager level, and working with consultants in the field. The idea is to provide a comprehensive, soup-to-nuts offering which results in our clients achieving their sales targets, usually measured by revenue, market penetration or profit.

We charge either a daily rate or a project rate.

Contact us at brent@redvooma.com

What our clients say about us

Rhys Dyer – Chief Operating Officer, ooba

“We have worked with Brent Burgoyne and his Red Vooma team on numerous projects over the past three years. In the first project, we introduced an insurance product and there was significant resistance to the sale of the product. Brent got our various sales teams to work collaboratively to come up with a sales approach to the product that they jointly designed. Having been part of the solution, they all took ownership of the process and the results were significant.

If you are looking for a more sustainable approach to sales coaching than simply throwing more training at the problem, I can highly recommend Brent and the Red Vooma team.”

Mark Acton, Managing Director, Mobinomix

“Mobinomix is a young, niche telecoms IT consultancy with ambitious plans (staff complement of 40). We have experienced rapid growth in size over the last 12 months within a single customer. It's no ordinary customer (Telkom SA) and we like to consider ourselves as no ordinary service-supplier partner either. The complexity of engaging with a complex customer such as Telkom eventually became overwhelming and all-consuming for us. To the extent that we felt like we were drowning. We were not handling the relationship well and could not even find the time or space to explore horizons beyond Telkom. We understood clearly that our situation was untenable.

But what to do? We could not afford a big all-knowing, sophisticated and highly-expensive consultancy firm to take our client engagement problem away. We desperately needed a firm with a personal touch and a broad skill set who would both advise and walk the path with us, with a true understanding of our dilemmas and where we are.

Brent Burgoyne of Red Vooma came to mind - and so I gave him a call. The rest is history.

Brent is now an integral part of our team, and brings his wisdom, experience, depth of knowledge and understanding to bear on what most often appear to us as intractable problems. And with a lightness of being and fullness of integrity, he and his team lift our veil of confusion while at the same time teaching us the art of complex sales and account management. And the team at Red Vooma provides substantial additional amount of depth to help us be successful.

Having recently been hit by a tsunami of changes, I do not know where we would be without Brent's presence on our team. I would, without hesitation, recommend Brent and his team at Red Vooma to work with any business of any size to resolve your problems, dilemmas and challenges.

How to contact us

Send an email to brent@redvooma.com