



UPDATE

BEYOND THE SOFTWARE: WHY TRUENORTH IS DIFFERENT

Launching a new business is often about finding a "gap" in the market. For me, after over 20 years in sales leadership and business improvement—including a decade deep in the crane hire and construction sectors—that gap was clear.

Many SMEs are told that a new CRM or a fancy piece of software will solve their sales problems. They invest thousands, only to find that six months later, the team isn't using it, the data is messy, and the "pipeline" is still a mystery.

The "Missing Link" in Sales Growth.

The problem usually isn't the software; it's the process (or lack of it) behind the screen.

At **TrueNorth Sales Advisory**, I founded this consultancy to provide the "missing link." My approach isn't about selling you a platform; it's about mapping your customer journey, identifying the operational friction points, and ensuring your technology actually serves your people.

Why Lean Six Sigma Matters for Your Sales.

As a Lean Six Sigma Black Belt, I don't believe in "fluff." I look for marginal gains. Whether it's reducing the time it takes to get a quote to a client in the hire industry, or ensuring a training methodology actually "sticks" in a CRM, I focus on measurable outcomes.

What to Expect from This Space

Moving forward, I'll be using this "Insights" page to share practical advice on:

- **CRM Adoption:** How to get your team to actually love (and use) their system.
- **Sales Process Mapping:** Turning "gut feeling" into a repeatable, scalable workflow.
- **Industry Insights:** Specific lessons learned from the front lines of manufacturing and construction.

If you are an SME business or sales leader feeling that your sales infrastructure is holding you back, or a training provider looking for a technical partner to help your advice land, I'd love to chat.

The journey starts here. Welcome to TrueNorth Sales.

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