

## **YOU NEED TO SELL MORE AND BETTER [IN RETAIL]!**

In these troubled times, Retail is having to contend with the transformation challenge at a faster pace – location, aggressive pricing and massive [undifferentiated from competition] campaigns are no longer enough to make a difference. Now your business must cope with a new reality; here is what you can do and how we can help you:

**Enhance the digital experience for your customers.** You really need to rethink and redesign the entire customer experience, from the time they find you and register, to shopping, paying, delivery and aftersales care (see how to focus on the customer experience [here \[link\]](#)). This requires brand new processes, tools and a rigorous implementation. Voltarion has extensive experience in accessing, improving and implementing the tools and processes you need in retail. We can help you transform the experience for your customers and create new ways to engage them and meet their needs.

**Monitor your KPIs closely.** Measuring is as critical as planning. As your business evolves from a brick and mortar store to new sales channels, the metrics you monitor must change too. Sales per square metre and footfall become less important than the cost of customer acquisition, return on capital invested or average transaction size per channel. When redesigning the processes, you need to rethink your dashboard and implement it properly. At Voltarion, we have extensive experience in this kind of implementation across multiple sectors, within the scope of our projects.

**Use the right tools for the job.** You probably have a CRM to support your sales or your sales team's effort (if not, you really must rethink your approach!). Often, however, this tool is not properly used; instead, it either hampers your staff with unnecessary red tape or serves as a controlling tool for the sales manager. Properly deploying a CRM, aligning its use with the company strategy and implementing the adequate daily/weekly/monthly team rituals and reporting can boost your sales efforts immensely. At Voltarion, we have done this for several companies and CRM is really not about technology; rather, it is about engaging the team properly and aligning the right processes.

**Train your team.** Even the best processes will fail if your team does not have the right skills and is not motivated. Sales training can be quite ineffective if not linked to your real unique sales process and circumstances. Operational teams also usually lack the guidance and leadership from their team managers to excel in their tasks. At Voltarion, we embed the sales training in the overall process transformation, customised to your business requirements, assess the skills gap in your team and, if necessary, work with you to redesign an incentive scheme to reward success. For operational managers we have a hands-on leadership programme that really boosts team performance and results.

Effective sales are the result of a process, not chance or any random variable. Our expertise lies in implementing solutions, not prescribing them. We have done this for many clients and

industries and we will be there alongside you, committing to a successful transformation of your business so that you can sell more! Contact us for more detailed insights as to how we can help you in your particular industry.