



voltarion
your **profitability** partner.

Sales Effectiveness Programme

People who make it happen, the key to sustainable success

Sales Effectiveness

Common findings

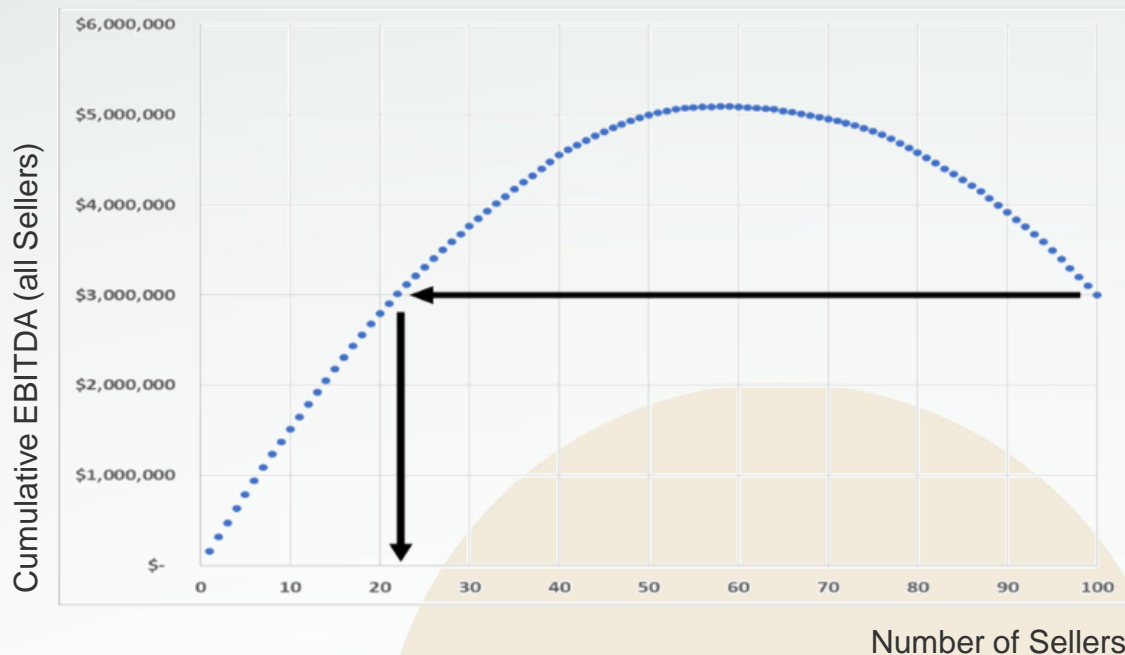
We start with the assumption that all sales forces operate at 55-60% of capacity..

...all of which detract from productivity!

- Low sales call activity
- Rep time spent on low value activities
- No standard for activities / prospecting
- Repeat calls on low potential customers
- Management focused on results, not on essential activities
- Little to no focus on call quality - no coaching
- Poor quality sales calls and account penetration
- Rewards often block focus on key account sales
- Little meaningful contact with marketing
- Reactive versus proactive management
- Sales funnel not managed
- No focus or staffing based on potential

Sales Enablement

Probably **20%** of your sales team are delivering **100%** of your EBITDA:



Frank Troppe and Brett Norgaard Sales Enablement curve

With the correct tools, discipline and strategy you can:

- Measure effective contribution not by sales volume but by impact on EBITDA
- Further improve the performance of the top 20%
- Roll out the baseline and results to the other 80%

How to do it

Many have sales initiatives that are often ineffective

Initiative		Method
Training programmes	→	Training companies
Incentive programmes	→	Marketing firms
Sales automation programmes	→	Software companies
Restructured sales force	→	Functional consultants
Redefined sales strategy	→	Strategy consultants

Confined to one discipline, none of these look 'holistically' at problems of sales productivity and performance

Our unique methodology

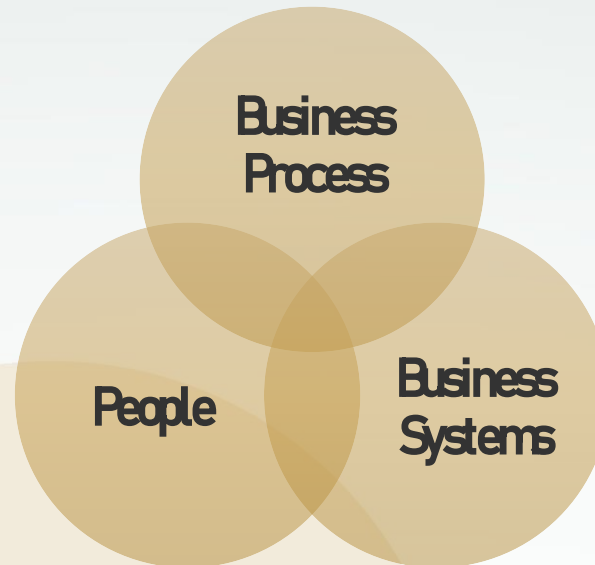
We implement change in the entire sales value chain – aligning all elements to leverage and achieve optimal performance. How we get results:



Redesign sales processes (both back and front office) to focus on the customer

Implement an improved sales operating system & CRM platform linked to the required team rituals

Embed proactive sales and management behaviour in the customer-focused culture



- Increase sales activity on targeted opportunities
- Enhance sales call quality
- Increase closes & wins
- Increase sales volume and margin
- Increase customer share

Enhanced sales force productivity is key to everybody in the marketplace

All companies need **growth**, especially now, due to:

- Global competition
- Industry consolidation
- Product / service commoditisation
- Economic slowdown
- Margin erosion
- Business innovation

**The company that is able to transform and adopt
change quickest is the company that will win**

Our unique methodology

We look at all the possible ways to increase sales productivity & effectiveness



Our unique methodology

Voltarion Sales Effectiveness Approach



Programme flow

Business review and implementation process

DISCOVERY

Review current sales organisation status

Review

- High-level overview of organisation and operation
- Identification of “red issues”
- Scope definition
- Mobilisation strategy
- Analysis of the status quo
- Sales Field DILO
- Develop the vision for future sales
- Design the path forward
- Develop the Business Case

MAKE IT HAPPEN

Design & Implementation

Development

- Communicate “change structure”
- Define new infrastructure model:
 - Sales process
 - Sales management systems
 - Sales organisation

Implementation

- Education & RSS* Training
- Phase-in phase-out plan
- Behavioural change
- On-going management systems
- Evaluation
- Perpetuate follow-up
- Sales Supervision

LOCK IN

Sustainable results

Fine-tuning and follow-up

- Effective sales management systems
- Additional opportunities and target-setting

Sustainability

- Perpetuate follow-up with sales tutorial
- System and behavioural audits
- Compliance assessment
- Ensuring sales ownership
- Training personnel to conduct audits

We don't like
to get small
challenges.



**REGULAR
THINGS ARE
NOT FOR US!**

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