



voltarion
your **profitability** partner.

Strategic Sales Programme

Sales Trends

The past decade has treated B2B sales well. Nowadays, sales leadership is commonly a part of the company's management team and a focus area in the company's strategy. Universities have introduced sales courses in their curriculum, and talented salespeople are entering the job market more than ever before. It seems sales is doing better and taken more seriously than ever before.

- Transform products and services sales in knowledge sale;
- Sales in an Stakeholders ecosystem;
- Sales Objectives aim to influence decision-makers
- Consultative sales profile for Challenger Customer Business;
- Sales people as purchase process driver;
- More innovation and corporate risk profile ;
- Focused on High Complexity & Strategic Sales;

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Sales Framework

People

Build and manage a talent team, organized, structures and performance

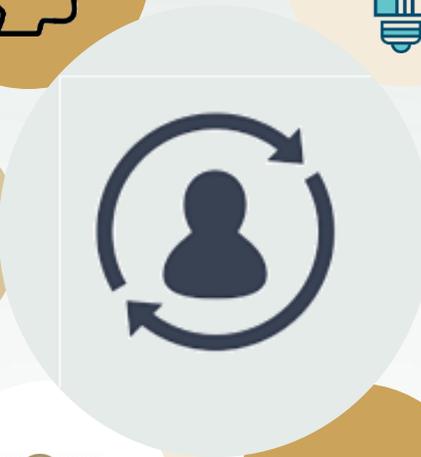
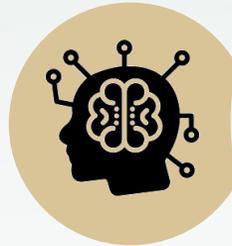


Create Opportunities

Best practices and key performance indicators applied from targeting to qualifying.

Management Execution

Developing and committing to track KPIs that reflect the health of your business and the desired change effort



Manage Opportunities

Building the best pursuit team and allocating resources based on the opportunity, on customer, the potential solution and the buying influences involved in the deal.

Support

Providing the sales organization with the tools, technology, and the compensation programs to support the change initiative.



Manage Opportunities

Building a strong and reliable relationship with all Customer Stakeholders

Strategic Sales Approach

DISCOVERY

Understand Current
Sales Strategy &
Approach

Understand current Sales Strategies, Sales Framework, delivery & performance

- What are they doing today?
- How well do they think they are executing?
- What performance metrics do they currently track?
- How well are we delivering sales goals
- **Sales Gap Analysis**

2-3 weeks

DESIGN

Build new sales
Framework &
Implementation
Roadmap

Co-Design key initiatives for future Sales Performance & Practices

- Given Strategic Sales concept, what key performance metrics must be affected?
- Given the impact on the performance & practices metrics, is the concept still valid? How should it change?
- What practices do they need to adopt or improve to affect these key performance metrics?
- **Initiative Portfolio & Implementation Governance & Roadmap**

1-2 weeks

DELIVERY

Implementation &
sustainability
results

Helping Clients Bridge the Gap & Deliver implementation Goals

- Structure & discipline to implementation roadmap
- Short Interval Control
- Sales effectiveness program
- Tracking adequate performance metrics
- Change management program

16-22 weeks

Discovery Phase

Discovery Activities

360° Assessment (Peers, Leaders, Teams) & Self Assessment

Day in a Life Of: We spend time with your sales people in order to understand their reality and constraints

Capture **Leadership perceptions** through structured interviews – Sales Alignment

Sales Management Operational System: How do your managers impact Sales Operations and Business

Observe **Rituals & Practices** (Meetings, Sales Visit, Sales debrief, etc

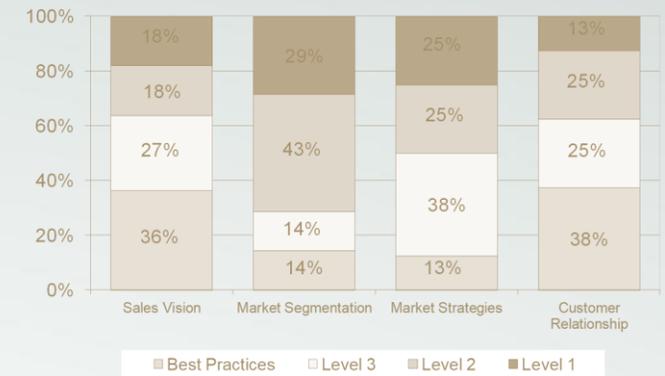
Sales Behavior Profile: How effective are Relationships, Communication & Sales skills

Context analysis & Analytics: Planning & Reporting, Sales data analysis

Market & Customers: Customers Marketing assessment, Sales toolbox assessment

TOOLBOX

Sales Strategy Alignment



Day in a Life of Salesperson



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Sales Framework

People

- Is your organizational structure aligned with your growth objectives (verticals, territories, hunters, farmers)?
- Do you know the profile of your top performers?
- Is this aligned with the skills required to be successful in the job?

Management Execution

- Do you benchmark your performance and productivity against external peer groups?
- Do you have real measures to track progress?
- Do you leverage the best practices of your top performers to improve everyone else?
- Do your sales managers have disciplined communication plans to review performance and discuss opportunities?

Support

- Are your compensation policies aligned with your business objectives?
- Do you have the technology, tools and skills to enable new programs?
- Are your measurements aligned with your business strategy?



Create Opportunities

- Do sales reps have business plans to help drive their focus?
- Of the opportunities salespeople pursue, how many do they create themselves vs. marketing generated opportunities?
- Do you have a prospecting plan?
- Do you have a mechanism to connect the client issues to your products?

Manage Opportunities

- Do you have a process for holding people accountable on big deals?
- Do you have a working account plan?
- Do you have processes to gain access to key decision makers?
- Do your people understand how to sell value?
- Do you have a plan to get accurate feedback on your proposals?
- Is there a process in place to preserve pricing integrity?

Manage Relationships

- Do you have a process for reviewing your performance with your clients (quarterly business reviews)?
- Do you have a systematic method to maintain a presence with your clients?
- Are you ever blind-sided by the loss of a key account?
- Do you jointly set long-term objectives and monitor progress with your strategic clients?

Design Phase

Design Activities

Mobilize People & Teams to get insights and Sales collaborative ideas

Build Company Sales value proposition based on customers needs & appreciations

Discover your Sales blue oceans, building a singular value sales proposition

Capture sales insights and give them a pullable initiatives

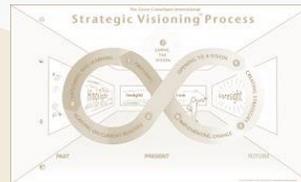
TOOLBOX

We delivery a set of Collaborative Workshops evolving your Galactic Leaders, our outcome is to achieve a cascade sponsoring, commitment and a vision from the top down



“My Sales Business Model” Workshops. Me as a singular Salesperson, Build a Sales Value Proposition

Blue Ocean Strategy Workshops: Create my blue ocean, look for my singularity as a Sales business company



Visioning Workshops: Build a design journey of your sales performance team

Implementation & Sustainability Phase

Implementation Activities

Project Governance and Structure, review meetings and Short Interval Control

Implementing **Sales Strategic Framework**, thru people mobilization and engagement

Manage sales initiatives - Sales Agile Office PMO

Sales Management Operational System: Provide a systematic to managers impact Sales Operations and Business, based on performance metrics

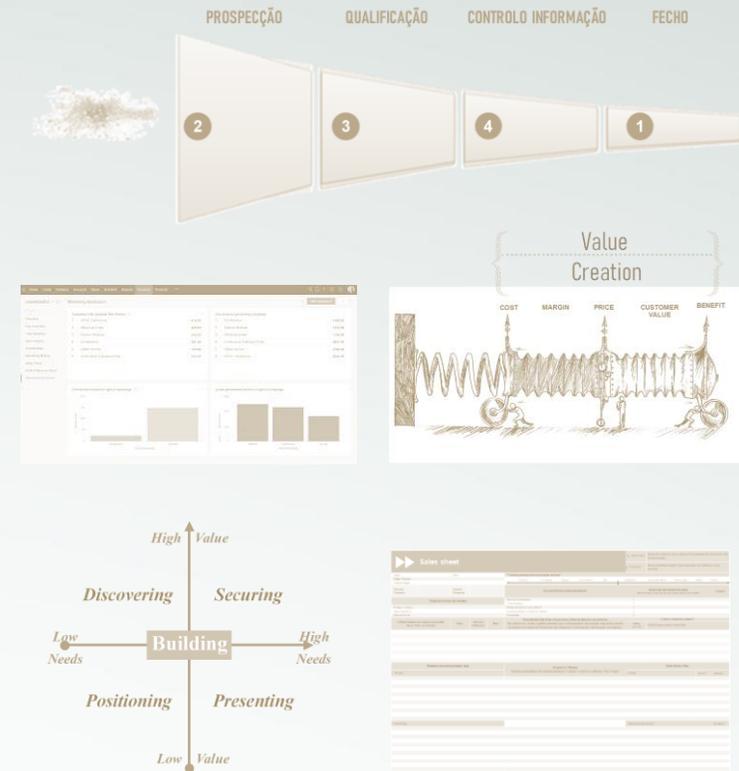
Structured Sales toolbox and CRM platform - **Strategic Sales Program**

Sales Behavior: Effective Relationships, Communication & Sales skills – **Relationship Selling Skills Program**

Install and coach salespeople with **Sales Strategic Sheet**: Sales approach structured and shared with organization

Sustainability program, audits and sales coach program (side by side with sales team)

TOOLBOX



Our Value Proposition

- Knowledge transfer
- Sales focus & productivity
- Change makers
- Implementation & Delivery



**Your customers do not want things
that are merely 'good.' Instead, they
want something that will
'WOW'**



STAY HUNGRY
STAY FOOLISH

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