Alignment, Customisation & Data Mapping

On-site & online workshop with sales managers and other senior management, typically conducted over a 2-5 day period.

Typically, there are 5 DRIVERS of CUSTOMER Revenue

1. Efficiency & Effectiveness
2. Acquisition
3. Development
4. Retention
5. Profitability

What are the KEY Market Dynamics?

1. Customers, Segments & Channels
2. Strategies, Organisations & Plans
3. Recruiting, Training & Motivation
4. Processes, Tools & Support
5. Forecasting & Metrics

How do Levers INFLUENCE the Drivers?

- What are Critical Areas for Each Driver?
- What Has Biggest Impact on Growth?
- Use of Resources?
- Implementation?
- Rank by Criteria?

KPI's Link the Levers & Drivers Together

- Customised to Different Types of Sales Teams (Field Sales or Telemarketing)
- Weighting & Identifying Key Areas for Improvement
- Knowledge on how to Effectively Drive Sales Behaviour & Change
- Customise the 'Terminology' used Throughout the Company

For ease of uploading KPI data into Digital Sales Optimisation, there is a pre-designed CSV file template where data can either be entered directly, or uploaded by importing CSV files which can then be edited.

80+ questions to align company thinking over five critical categories, todecide the optimum structure & customisation of Digital Sales Optimisation; including interviews with Managers and Executives to determine focus, strategies & terminology. The client outcome will be a country, regional or global road-map that can be transformed into multiple strategies that are actionable, measurable, accountable & therefore effective.

Market Dynamics · Revenue Drivers · Influencing Levers · Weighted KPI's

1

Strategy Development

2

Data Transformation

3

Customised Learning

digitalsales® OPTIMISATION

Changing Sales Behaviour

Transforming Sales Teams With Customised and **End-to-End** Solutions

We author content using a proprietary methodology called 'Virtual Cognitive Learning'™ to deliver a complete experience.

Authoring Expertise

- Visual & Cognitive 'Slide Based' Courses
- Digital & Transformative 'Learning Circles'
- Dialogue Simulations & Interactivity
- Learner 'Reflections' & 'Perspectives'
- Over 50 Interactive 'Learning Actions'

Business Benefits

- Encourages a Sales Coaching Culture
- Simulates Work Environments
- Manager & Team Facilitation
- Re-Train & Re-Skill Changes
- Collaborative & Observational
- Scheduled & Automated

Custom Output

- To Sales Person
- To Sales Coach
- To Management
- To Areas of Improvement

Learning Environments

- Spaced Learning
- Micro Learning
- Blended Learning
- Experiential Learning
- Collaborative Learning
- Virtual Workshops
- One-2-One Coaching
- Train-The-Trainer

Scorecards highlight the strengths and weaknesses of each team member against key performance indicators, thereby guiding managers on a coaching framework that is both customised & measurable.

Digital Sales Optimisation has a built-in impact calculator with customisable sales variables.

Built In Analytics

- Drive Sales Performance to the Top 40%
- More Awareness of Revenue Opportunities
- Quintiling or Individual Methodology
- Brings all Available Data Together
- Impact Scenarios & Risk Management

What If Scenarios

- What if I Had Higher Conversion Rates?
- What if I Had Higher Closing Ratios?
- What if I Had More Opportunities?
- What if I Had Higher Yields?
- Should I Use Customised or Fixed Variables?

Actionable Outcomes

- Overall Strengths & Weaknesses of Sales Team
- Develop Individual Scorecards & Benchmarking
- Quality Information for Management Decisions
- Increased Productivity & Understanding
- Links Sales Strategy to actual Business Strategy
- Global/Regional/Local Implementation
- End-to-End Sales Enablement
- Realistic Plan for Bottom 60%
- Management Road Map

Customised Insights

- By Executive
- By Manager
- By Lever KPI's
- By Quintile
- By Behaviour
- By Revenue Levers
- By Individual KPI's
- For Management Decisions

Change Sales Behaviours & Outcomes

Identify Sales Behaviours & Insights