



Digital Sales Optimisation

Building a World Class Sales Team

Digital Sales Optimisation

Changing Behaviour & Building a World Class Sales Team

PRE, ONLINE WORKSHOP & POST LEARNING CIRCLE
USING THE WIZTANGO DIGITAL LEARNING PLATFORM

digitalsales
OPTIMISATION

ARCANUM

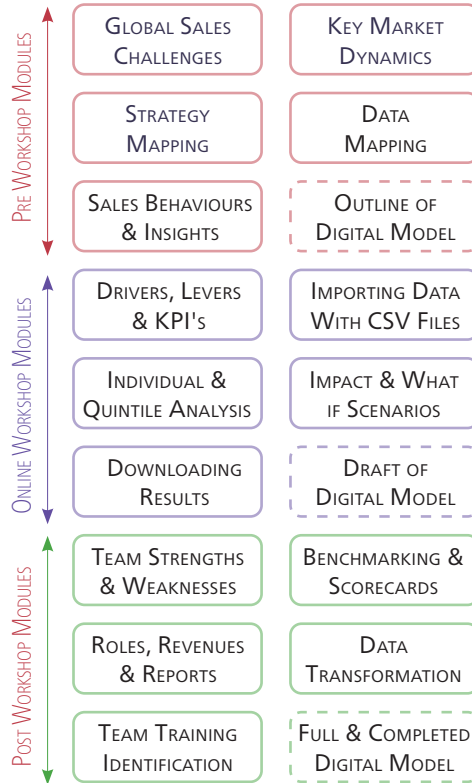
Digital Sales Optimisation

Changing Sales Behaviour

LEARNING CIRCLES & DIGITAL COLLABORATION

A DIGITALLY BLENDED & COLLABORATIVE LEARNING EXPERIENCE

SELECTED MODULES, COLLABORATION & FACILITATION



Sales CRM systems will typically show you sales performance. However, our Digital Sales Optimisation will also show you how to use existing data to drive sales performance to the top 40%, how to address areas of weakness in sales people as well as showcase their strengths, and drive best practices across the company.

- This **FIRST of its KIND** Sales Optimisation workshop has three distinct phases: 1) Pre, 2) Online Workshop & 3) Post
- During the pre-phase, delegates map out industry, data and market dynamics
- During the face-to-face workshop, using the Digital Sales Optimisation Tool, all the data and information is then used to build a customised model comprising of Drivers, Levers and KPI's with actionable outcomes, benchmarks and scorecards
- During the post phase key features of the tool are enabled to show more dynamic analytics such as scorecards benchmarking, team learning and identification needs and solutions

PRE-WORKSHOP = 2 WEEKS, ONLINE WORKSHOP = 1 DAY, POST-WORKSHOP & ANALYSIS = 2 WEEKS

'Digital Sales Optimisation'

Course Details & Technology



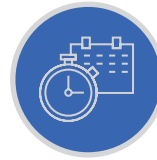
Format:

- Online & Face-to-Face
- Collaborative/Blended
- Pre, Workshop & Post



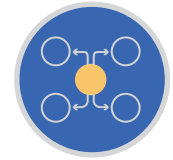
Attendees:

- Directors/Stakeholders
- All Managers with a Touch Point in Sales Process



Duration:

- Pre = 2 Weeks
- Workshop = 2 Days
- Post = 2 Weeks



Course/Learning Type:

- Modular
- 'Learning Circles'
- 'Spaced Learning'



Learning Actions:

- Over 40 Items
- Questions & Exercises
- Examples/Case Studies



Technology Used:

- PowerPoint™
- Wiztango/HTML 5
- Zoom or MS Teams



Digital Courseware:

- PDF Handouts
- HTML 5 Interactive
- Video



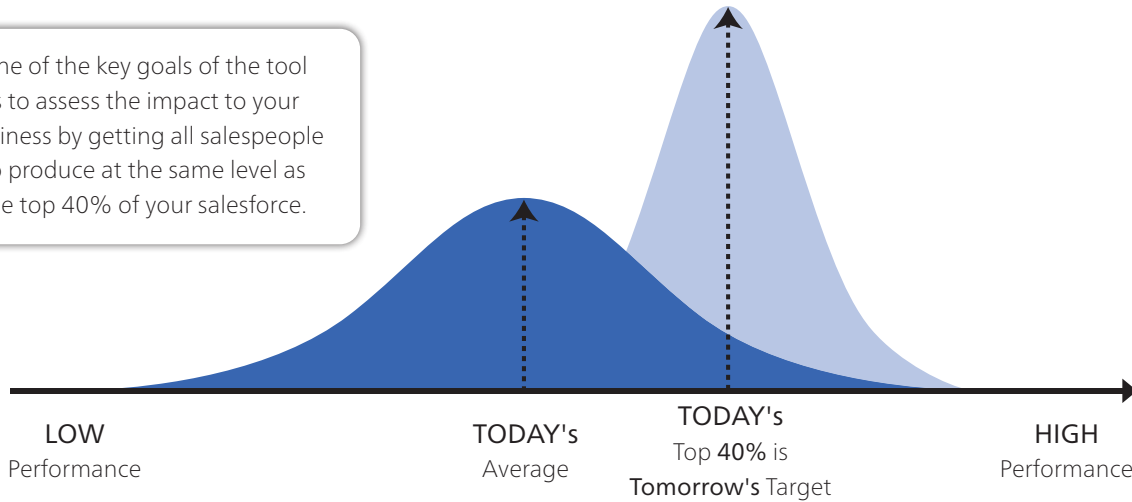
Analytical Evaluation:

- Measurable ROI
- Before & After Analysis
- In the Field Results

The Top 40% in a Sales Force

Individual & Quintiling Measurement

One of the key goals of the tool is to assess the impact to your business by getting all salespeople to produce at the same level as the top 40% of your salesforce.



Up to 15 Salespeople (Individual)



Over 15 Salespeople (Quintiling Methodology)



5 Equal Groups of 20% (Quintiling Methodology)
(Ranked from BEST to WORST)

ARCANUM

3.O2D (East Wing), Level 3, Menara BRDB
285, Jalan Maarof, Bukit Bandaraya
59000 Kuala Lumpur, MALAYSIA

190 Clemenceau Avenue
#06-01
Singapore 239924

219, Kensington High Street
Kensington
London W8 6BD

mark@arcanumasia.com

www.arcanumasia.com



Corporate
LifeCycles
Asia



Evidence Beats Opinion™



digitalsales®
OPTIMISATION

©Copyright 2021 Arcanum Asia Pte Ltd & Arcanum Asia Consultancy Sdn Bhd. All rights reserved

No part of this document may be reproduced or transmitted in any form by any means, either graphical, electronic or mechanical, including photocopying recording or by any information storage and retrieval system, without permission in writing from the publisher, except where permitted by law.