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# How our one-day challenge made us solve sales process

Here in Symph, we always find ways to learn and improve our internal processes, one of which is our sales process- how we get customers until finishing a project.

We experience inefficiencies in this process, so we asked the help of the entire team. We organized the **Symph 2021 Solution Challenge: Sales Edition**—one Saturday where our team formed groups to altogether create solutions for our challenges in this aspect.

We gave the groups a challenger brief that presents the following goals they are to help Sales with:

- help close deals faster
- improve lead processes
- increase the number of qualified leads
- have efficient sales processes for growth to support our bigger goal of scaling services.

Unlike hackathons, this was not coding-focused. We only had 8 hours, so the groups were advised to build no-code solutions (e.g. spreadsheets and forms) or utilize (but coding was welcome nonetheless). As a team that's used to focusing on building software, , we also wanted to, more than that, exercise having a more holistic problem-solving mindset.

. This whole-day event consisted of brainstorming among the groups and consultations with our Director for Business Development so they can help understand the problem deeply and achieve the goal.

By the end of the day, all groups came up with unique solutions that are now making our sales process more efficient:

- A breakdown of base price estimates using Google Sheets, to help leads know how much it will cost to build a website.
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- A common industry features list and base estimation sheet using \_\_\_\_\_, to help clients understand how much their requests cost, like how much it will cost to build a landing page.
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- A form using \_\_\_\_\_ to be integrated in our Symph website that asks questions from a non-technical perspective. This will help non-tech clients understand their website needs.
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- An automated sales pitch deck that uses Google Slides API, that helps save time in updating it.

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- A Symph Website Contact Form using Google Forms that helps clients fill up what they want for their website. Responses from the forms get sent to Sale and are automatically logged in Linear, a project management tool.
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We think our Director for Business Development enjoyed the challenge :wink: ↓

“Symphers and symphterns have always been up for challenges like hackathons and solution challenges. The solutions presented were awesome and the teams were prepared to pitch their ideas. I always look forward to these kinds of activities. Something I always enjoy at Symph!” — *Gee Quidet*

And of course, our developer, designer, marketing, and project manager participants enjoyed it too: “Winning the sales solution challenge made me, again, appreciate the art in hackathons. You’re given a problem, the blank canvas; then you paint on that canvas with your questions as the strokes and your mind as the palette. Once finished, your masterpiece may or may not be celebrated, but the true value of it was in the knowledge you’ve gained and the friends you made along the way. 📌📌” — *Carl Kho, Digital Product Designer*

“It is easy to solve problems if you can find a solution. Not all solutions have to be built on scratch, dig deep to the problem because most of the time the answer is already there. You just have to put it down neatly and properly.” — *Rachel T., full stack developer*

This one-day challenge helped us find solutions to our internal processes so we can be more efficient in sales. Now... What challenge to give next...

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Hey. We’re looking for more people to join our team! Check out our culture website to see who we’re hiring: <https://www.culture.symph.co>.

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