



# Modular Approach to Drive Rapid and Lasting Sales Performance Impact

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## What is new

- **A modular approach to reinforce and accelerate a B2B sales turnaround**, implementing sales transformation 'Lego bricks' as required
- **Pre-developed tools to create full transparency** on sales activities and margin **on all levels, from account manager business unit head**
- **Flexible and integrated team set-up** where clients are full-time allocated to the team, and join all activities (including PSS sessions, expert calls, presenting steerco's, etc.), resulting in sustainable capability building
- **Business results within two weeks** of starting roll-out

## What we did

- **Several diagnose phases followed by immediate implementation of (modular) prototype solution with client teams**, who lead subsequent analyses and implementation of structural solution independently:
  - **Rolled out a fixed weekly cadence** (sales activity management, SAM) after identifying a lack of structure in the sales approach; based on a repeatable playbook, building capabilities for 400 front-line FTEs
  - **Introduced consistent weekly dashboards** to support SAM after identifying lack of a 'single source of truth', now reviewed bi-weekly by the CEO
  - **Introduced data driven pricing** after a lack of structured discounting was identified, now being used for majority of deals
  - **Introduced a management heatmap** providing a single page view on performance against key KPIs

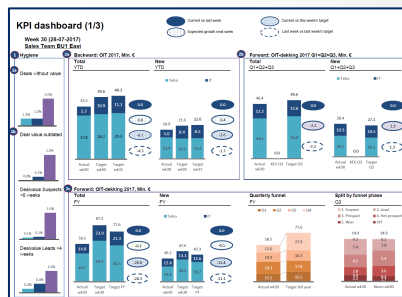
## Impact

- **Transitioned the full sales organization to a single way of working**, with 400 front-line FTE using SAM on a daily basis
- **Identified up to 2Mio additional EBIT** potential within the first 2 months of deal scoring across ~20 deals
- **Implemented a sales dashboard within 3 weeks** of starting, now used by the full sales organization, and reviewed bi-weekly by the CEO
- **60-80% reduction in deals with poor funnel hygiene** within first 3 months of project

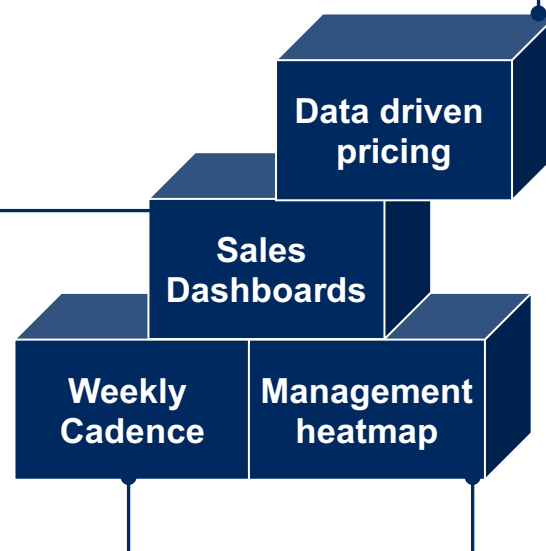
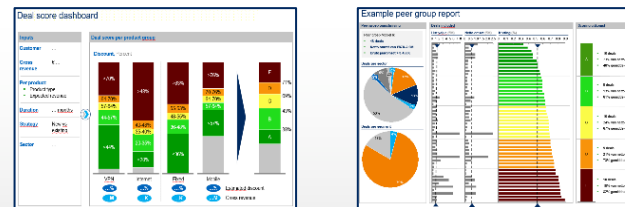
### Where is impact opportunity ...

- **B2B Sales organizations** that need to **reinforce or speed-up turnarounds**
- Typically when facing **lack of control, lack of transparency, lack of a structured approach** and/or lack of usable data

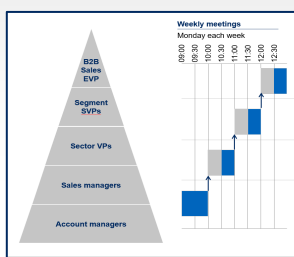
An complete approach – including excel tool to automatically generate dashboards – available to **provide a ‘single source of truth’ for sales management**, generating 400 dashboards every week



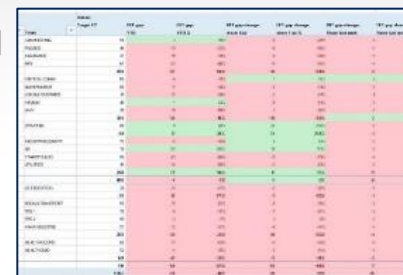
An easily adaptable model  
to evaluate proposals  
compared to a set of peer  
deals and measure deal  
performance



Standardized weekly cadence (sales activity management) with corresponding meeting agendas for all levels of the organization



Single page color coded overview of team performance across several top KPIs for top management



Jonathan Shulman  
Tom Pluym  
Dennis de Reus  
Arien Schulpen