

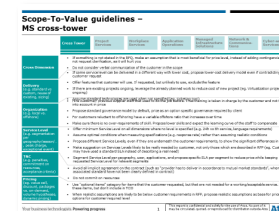
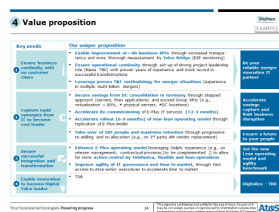
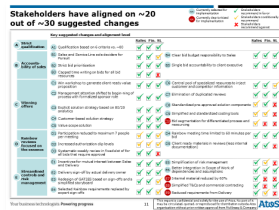
At SalesCo, we “de-complexified” significantly the solution selling process

Client context

- **‘Textbook’ solution selling process, but...**
- **...organization overly focused on control and compliance...**
 - 60-80 meetings per bid
 - 65+ people involved
 - 280+ pages of internal documentation
- **... with too little focus on quality of bids**
 - Lack of End2End accountability for cross-divisional sales
 - Disconnect between sales and solution teams
 - Lack of outside-in information

Client name: X
Team set-up: X
Fees Structure: X

Approach



~30 levers to simplify steps in End2End process of solution bid management, applied after a detailed activity diagnostic

2 cross-functional ‘cookbook’ methodologies for value proposition development and solution design, applied in live cases

250+ ‘caveats’ database to scope solutions to perceived customer value

What was unique: X

Impact

- **25-35 mln** savings in terms of time spend in meetings, documentation, iterations and rework, and low chance bids – to be reinvested in increasing win rate likelihood
- **Up to 30%** cost reduction of ‘barebone’ offers, with value-add components priced in separately