

WHAT IS SALES TRANSFORMATION?

A QUANTUM LEAP IN SALES PRODUCTIVITY

Introduction

Sales Transformation is based on the fact that sales organizations are facing more educated and autonomous customers today. Mercuri International has developed a deeply transformative six-step process to help sales organisations take the necessary quantum leap forward and reinvent the way they work. The six steps are:



The Sales Transformation process - six inseparable steps

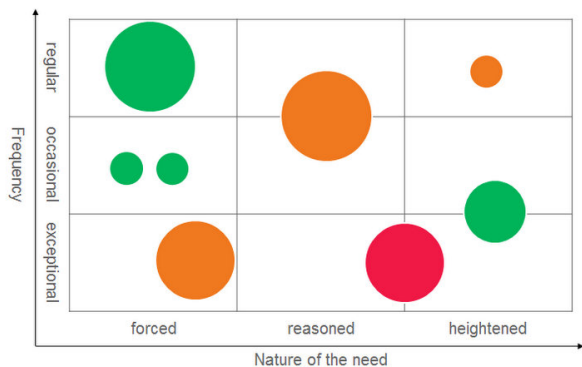
1. Identification of the buying processes
2. Alignment of sales processes
3. Formalised sales pitches
4. Design of high impact sales tools
5. Improvement of sales postures
6. Active coaching and follow-up

1. Identification of the buying processes

In order to adapt to new buying behaviours, you need to follow the customer on his or her buying journey. You need to map the customers' need triggers, decision

criteria and decision making throughout the year. Knowing your customer's time frame and the different choice criteria used in the buying process is of essential value to the sales organization.

After creating a timeline where meetings and sales activities correlate with customer demands and plans, it's time to create a map of the nature of your sales. One seemingly straight-forward product may have numerous different sales occasions that need to be approached differently, and demand various skills from the sales person.



(Illustration: example of a buying process analysis)

Identifying the most common sales situations among your customers and where you as a selling company

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have strengths and weaknesses is a crucial task in the sales transformation process.

2. Alignment of sales and sales management processes

After having identified potential areas of growth, you need to quantify them. Some organisations regularly define and measure their Key Performance Indicators (KPI), while others have insufficient knowledge in analysing and linking the data and information available.

We help you connect the output – gross margin, net result and market share – in a cause-and-effect map and can determine where you should emphasize more in order to receive better returns in the future. We help you identify potential areas of growth and quantify the gains to be made. After that, you know much better what sales practices you should prioritize.

3. Formalized sales pitches aligned with the selling situation

Why should there be a formalized and standardized sales pitch? If you are in a sales organization with hundreds of employees you know that standardization of materials, processes and approaches is a necessity both for reducing administration costs and for securing sales. We develop a template for sales; a template with actions customised to the sales situation and a template for how to manage the sales activities.

4. Design of high impact sales and sales management tools

At this level, we help you turn theory into practice. It is about creating a highly tailor made set of concrete tools based on new technology, which can help the sales organisation to convert opportunities and increase time dedicated to sales, while simultaneously help optimising management time. This involves high impact digital sales presentations, social media strategies, web conferences and smart business systems for sales activity priorities.

5. Improvement of sales postures and sales management postures

The best way to learn is by combining online and classroom learning in blended learning paths. We assess the knowledge and measure the progress online, while the classroom face-to-face training is focused on mastering the practical sales situation. We work according to the EDIA philosophy – Explanation, Demonstration, Imitation and Application – to reinforce skills and attitudes. Other tools may be case studies, board games, business simulations and role-plays.

6. Implementation; active coaching and follow-up

Follow up is essential in order to properly accomplish a transformation in behaviour. We make joint sales visits together with you as well as one-on-one meetings and evaluations. As online feedback is very cost-efficient, we increasingly use web coaching. That way we can keep closely in touch, yet keeping costs down. During implementation, we use both operational support and business web coaching.

We believe that positive pressure, close monitoring and individualised support are the three key success factors to obtain the desired results.

Positive pressure
Close monitoring
Individualised support