

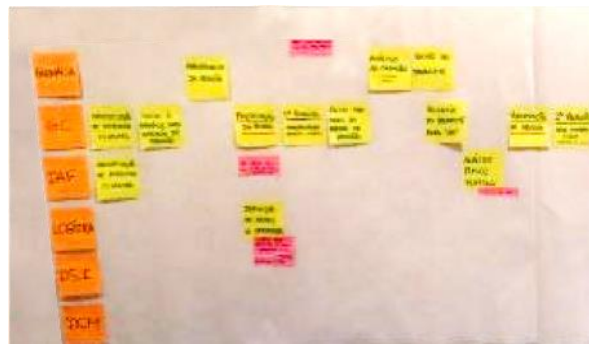
B2B Sales Call Efficiency

PICTURES BEFORE

Selling Behaviour Assessment

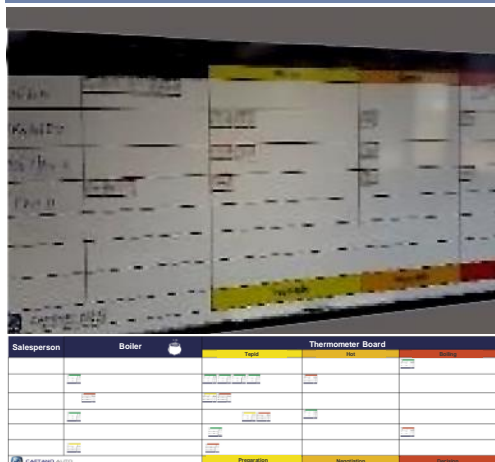
Competitor	Market Share	Price	Quality	Service	Speed	Flexibility	Reliability
1	High	Low	High	High	High	High	High
2	Medium	Medium	Medium	Medium	Medium	Medium	Medium
3	Low	High	Low	Low	Low	Low	Low
4	High	Low	High	High	High	High	High
5	Medium	Medium	Medium	Medium	Medium	Medium	Medium
6	Low	High	Low	Low	Low	Low	Low
7	High	Low	High	High	High	High	High
8	Medium	Medium	Medium	Medium	Medium	Medium	Medium
9	Low	High	Low	Low	Low	Low	Low
10	High	Low	High	High	High	High	High
11	Medium	Medium	Medium	Medium	Medium	Medium	Medium
12	Low	High	Low	Low	Low	Low	Low
13	High	Low	High	High	High	High	High
14	Medium	Medium	Medium	Medium	Medium	Medium	Medium
15	Low	High	Low	Low	Low	Low	Low
16	High	Low	High	High	High	High	High
17	Medium	Medium	Medium	Medium	Medium	Medium	Medium
18	Low	High	Low	Low	Low	Low	Low
19	High	Low	High	High	High	High	High
20	Medium	Medium	Medium	Medium	Medium	Medium	Medium

Sales Call Process Mapping



PICTURES AFTER

Thermometer Board: ongoing business



Sales Call Script

Stage	Topic	Description / Script Points
Start	Brief description	Our history (Active in the sector for 41 years, merger between cooperatives) Geographic location (8 logistics platforms) Big numbers (+1000 supplied pharmacies, 10% market share, 2000 brands)
	Use as a partner	We have been strengthening our relationship with the F by investing in the improvement of commercial conditions, routes and services campaigns
Understand the customer	Supplier information	On which of the above topics would you like a better response than your supplier? What are your current suppliers? How long have you been working with your suppliers? Do you belong to any purchasing group? What is your turnover? How many deliveries do you have? And what is the situation?
	Attention for a current problem	Pharmacies in this area have been telling me about difficulties with do you feel the same way?
Generate interest in the product	Follow-up	What is the frequency of interaction with your Account Manager? What is your opinion on your summary?
	Summary	Do you understand all the headings? Do you understand what is subject to deduction? Do you understand how your discount is calculated?
	Campaigns	Have you enjoyed promotions or campaigns that help you get better prices? Simulation of advantages with one of our solutions
	Commercial Terms	Give an overview of how to distribute purchases
Get the solution	Reason	Advantages of daily orders vs. pre-order: transparency / public health, less time needed in the order process, reduce the need to make forecasts, reduce stock, avoid outdated prices
	Routes	Presentation of available routes (order hour and delivery time)
	Services	Presentation of the available periods
	Tools	Website, CRM
Close	Trial	Talk to a customer of ours and confirm for yourself Presentation of similar pharmacy cases in the area Raffle quality indicators (92.0% of out, 1.7% in hand, 0.1% of complaints)
	Experimental period	Explanation of the conditions of the trial period: 1% new routes Level 4 assessed, 2 deliveries / weekends and holidays
	Documentation request	Website information / VAT number / Contact / NAME / ADDRESS / BUSINESS LICENCE New Contact
	Appointment agreement for next contact	

Problem

- Competitors with aggressive sales propositions are gaining market share
- Sales team with low win-rate of proposals
- Sales team holding on to traditional sales approaches, unable to adjust to the market demand

Root causes

- Lack of information and preparation before the sales meeting, that would help in facing customer's objections
- Lack of knowledge regarding the product features and the competitors offer
- Incorrect planning leads to sales meeting cancelations

Solution Approach

- Strategy definition to clarify market positioning and value offer
- Development of preparation checklist, standard for the sales call meeting and support materials to present during the calls
- Organisational Model focused on the customer: salespeople and sales managers organised according to the channel
- Routines for Sales Funnel and KPI analysis to improve funnel progress rates

Benefits

