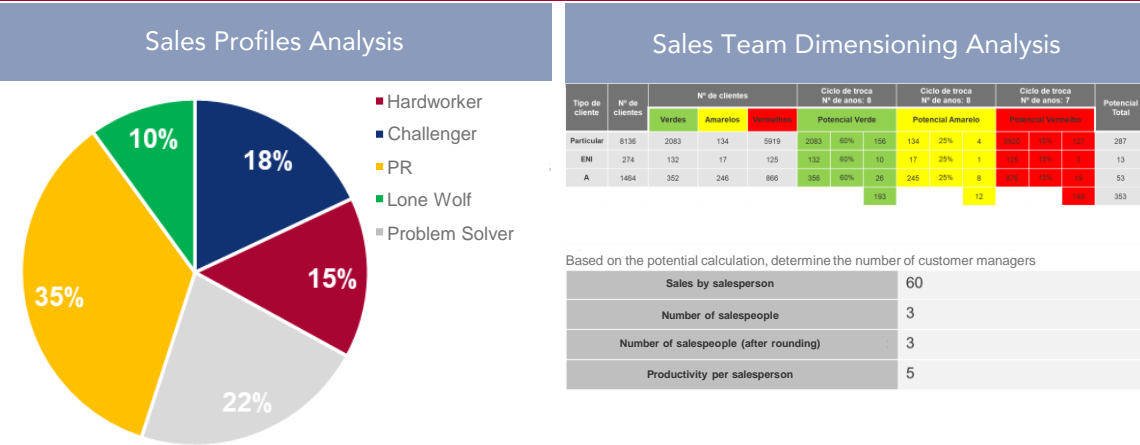
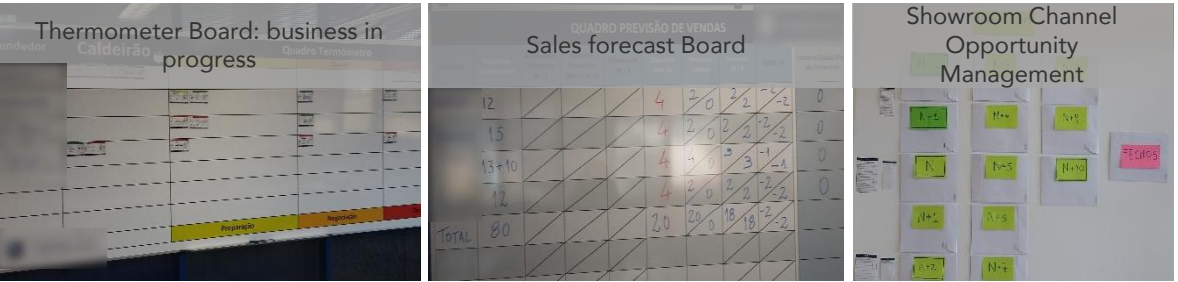
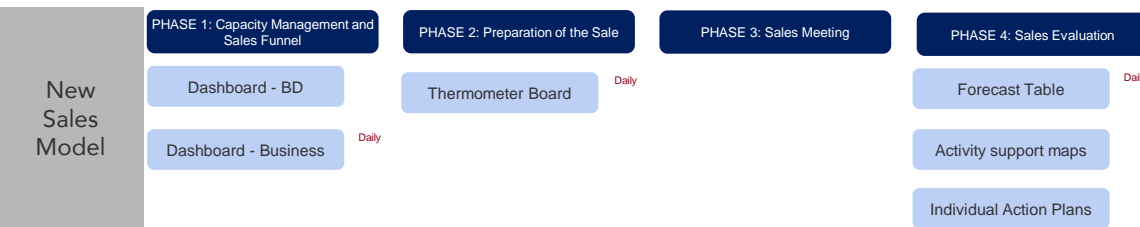


Implementation of the sales organisation model

PICTURES BEFORE



PICTURES AFTER



Problem

- Sales under budget
- Organisation not placing focus on the customer
- Low sales productivity per salesperson

Root Causes

- Lack of preparation for the moment of sale
- Uncontrolled sales process
- Salespeople involved in different sales channels: multitasking
- Lack of knowledge of customer segmentation by sales potential
- Sales teams not sized according to potential portfolio

Solutions

- New customer-focused organisational model: assignment of salespeople and managers by sales channel according to profiles and segmentation
- Control and monitoring process of the Sales Funnel
- Standards of preparation and sales argument
- Training and coaching plan to improve salespeople's results

Benefits

