

Problem Definition

Organizations that want to increase revenue production are faced with a problem with multiple dimensions. While increasing the effectiveness of the field sales force is important, there are extensive efforts that occur before a deal is closed.

Optimizing each part of the value chain yields the most effective sales performance and maximizes revenue generation.

Value Chain

The marketing and sales value chain has three core elements, with numerous processes and sub-processes.



By applying Lean principles to each major element, the following results are driven:

- ▲ Maximize field sales effectiveness
- ▲ Prevent the loss of quality leads
- ▲ Remove non-viable leads from the sales funnel
- ▲ Increase in the flow of high-potential, qualified opportunities
- ▲ Eliminate cost (waste), increasing flow
- ▲ Create operating model to enable future success and growth

Impact Points

With a multi-dimensional problem like Sales Enablement, there is no single, simple answer. There are many possible points that might impact effectiveness.

- ▲ Process maturity
- ▲ Efficiency of value chain
- ▲ Metrics, measures and governance
- ▲ Cycle times in each stage

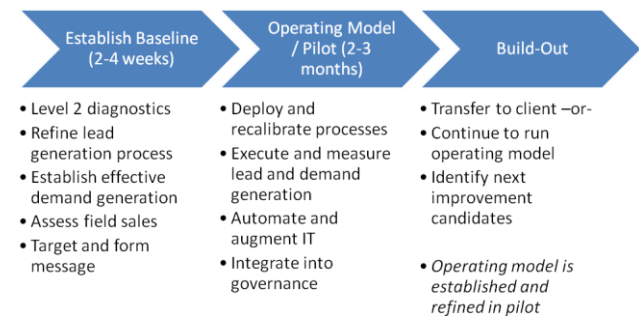
Typical Focal Points

Our research and experience points to a number of typical areas that can yield a dramatic and immediate impact. During our assessment work, potential areas will be identified and prioritized based on their likely return. The following examples outline measured performance and our response:

Driving Metric	Strategic Action
70-90% of leads are never followed-up with sales	Reduce lead flow to highly qualified opportunities
70% of leads with future potential are never developed	Define process to <u>reclaim leads</u> into demand generation
Sales reps dedicate 14% of their time developing their own leads	Maximize sales field time by using effective demand generation
Only 1% of B2B marketers consider the customer buy-cycle yielding a 15-20% lower win rate in sales	Map the entire sales process to the buying process to <u>drive up close rates</u>

Solution Approach

Engagements are based upon individual client needs but follow a basic structure. An initial workshop produces a “Level 1 diagnostic” that identifies the focal areas that will produce the highest return.



This agile approach to sales enablement minimizes investment while proving immediate, demonstrable and measurable returns. The operating model can be refined, extended and improved in the manner best suited to the organization.

For more information, please contact your Actionable Strategies Account Manager.