

Deloitte Sales Booster Gear up your sales organization



Amstelveen, June 2009

To survive in a downturn market, you need to boost your sales effectiveness NOW!

Challenges

Changing customer needs because of downturn

Less Consumer / Business Spend

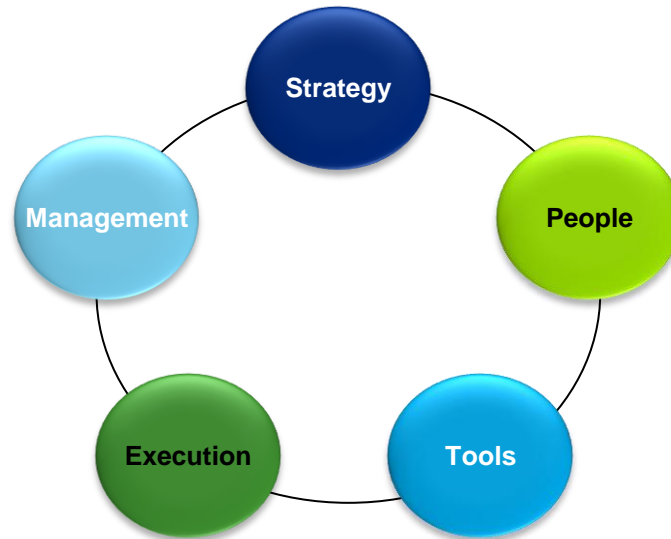
Inability to cross- and or up sell to existing customers

Not enough focus on profitable customers

Inefficient administrative processes

Ineffective compensation plans

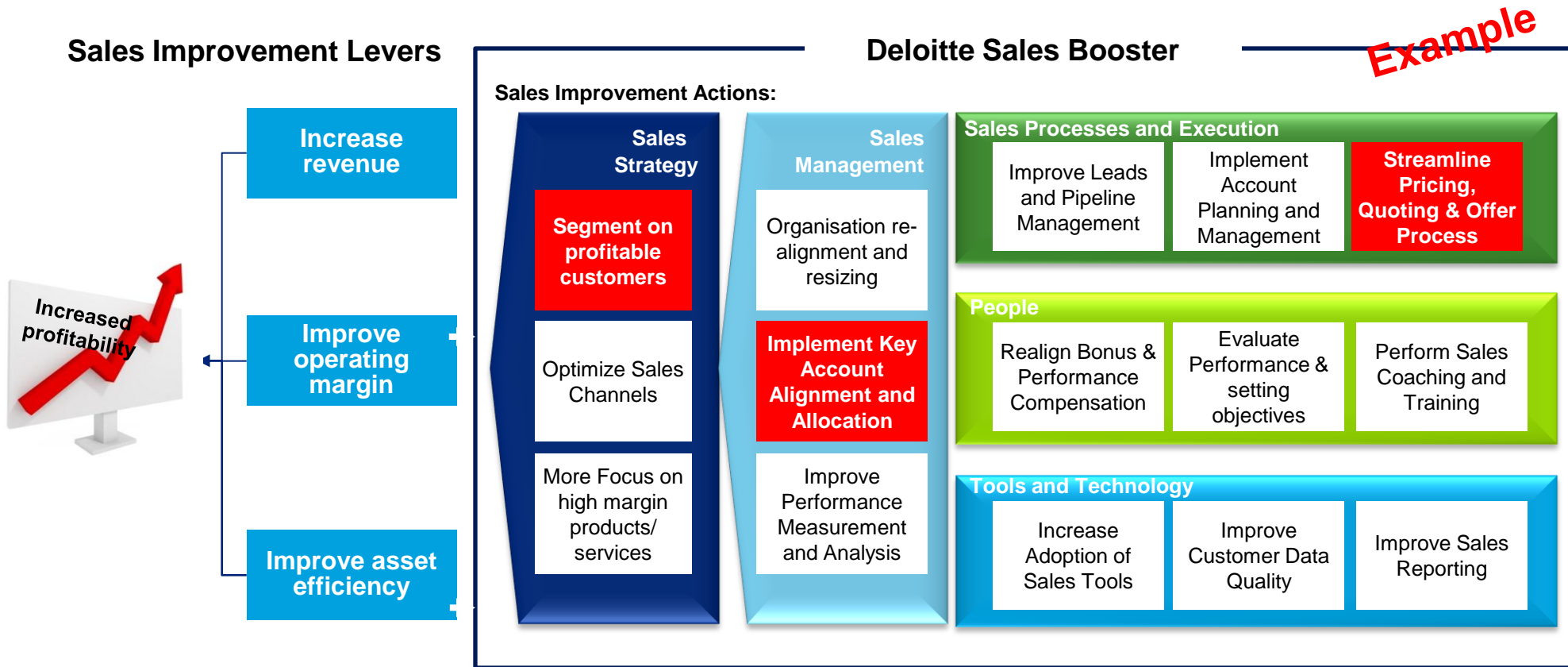
Sales Improvement Areas



Your Need



Increase your profitability by focusing on the key improvement actions that deliver direct sales results



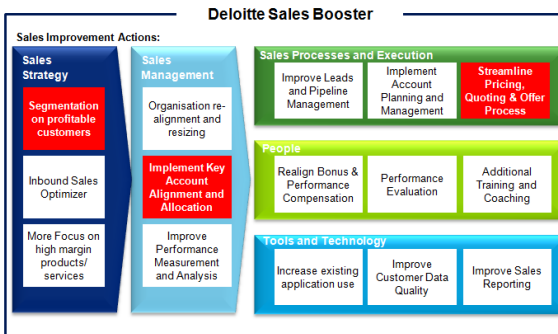
The Deloitte Sales Booster identifies and quantifies the quick wins to improve the effectiveness of your sales force

Action Steps

1. Analysis of your sales effectiveness & Maturity

2. Quantify top Sales improvement actions

3. Comprehensive Improvement Action Plan & Measurement



SFE improvement: Create Process Ownership & Events

Initiative Objective	Create global process ownership with life and career event responsibilities											
Tasks / Activities / Dependencies	<ul style="list-style-type: none"> Identify resources to become process owners Create life and career event processes (hire-to-retain = all HR processes), with their associated global process owners Create functional process ownership Develop SLA's after sales Define roles & responsibilities Identify dependencies and linkage to other business owners 											
Deliverables / Outcomes	<ul style="list-style-type: none"> Global process ownership model incl. named resources (Designated process owners to lead functional transformation initiatives) 											
Team / Resources Required	<ul style="list-style-type: none"> Senior management to <ul style="list-style-type: none"> Identify candidates Approve roles & responsibilities Approve organizational design 											
Investment Requirements	<table border="1"> <tr> <td>Investment</td> <td>Limited</td> <td>Timeline</td> </tr> <tr> <td>Implementation Duration</td> <td>Inter-mediate</td> <td> <ul style="list-style-type: none"> Project start Milestones Toll gates Project end </td> </tr> <tr> <td>Benefit</td> <td>High</td> <td></td> </tr> </table>			Investment	Limited	Timeline	Implementation Duration	Inter-mediate	<ul style="list-style-type: none"> Project start Milestones Toll gates Project end 	Benefit	High	
Investment	Limited	Timeline										
Implementation Duration	Inter-mediate	<ul style="list-style-type: none"> Project start Milestones Toll gates Project end 										
Benefit	High											
Benefits	<ul style="list-style-type: none"> Key enabler to eliminate process differences Cross country leveraging of resources, knowledge, policies & processes Establishment of further standardization and (semi-) automation of HR processes 											
DURATION:	Short = 3-6 months	Inter-mediate = 6-12 months	Long = 12+ months									
INVESTMENT:	Limited = < \$250,000	Moderate = \$250,000 - < \$1,000,000	Significant = \$1,000,000									

Deliverables

Based on the sales force effectiveness model assess and validate the current effectiveness of your sales organisation to determine the maturity level for each sales improvement area

Based on this analysis define and prioritize the top 3 sales improvement actions to increase sales effectiveness. Quantify per improvement action the potential:

- Increase in revenues
- Improvement in operating margin
- Improvement in asset efficiency

Based on the prioritized actions develop an improvement plan to execute and measure the quick-wins for example (see also credentials in appendices):

- 40% sales process time reduction
- Quality improvement: from 8% to 32% First Time Right
- Throughput time improvement of 7 weeks to 4 weeks

Gear up your sales organisation with the Deloitte Sales Booster



Deloitte is well positioned to help you to increase your to face the downturn

Our core capabilities to serve

We understand the business

We have an unrivalled track record of helping other organizations through similar journeys, both globally and regionally (ING, Achmea, Lage Landen, Canon, KPN, etc.)

We know Sales Force Effectiveness

We have extensive experience with strong qualifications in sales force effectiveness programs in B2B and B2C markets. We have proven methodologies and tools, and support our clients with best practices and thought ware

Implementation focused approach

Our approach ensures a rapid, thorough, and objective analysis of the metrics affecting sales force effectiveness and produces tangible outcomes. Besides the ability to define SFE strategy also the capability to implement tooling

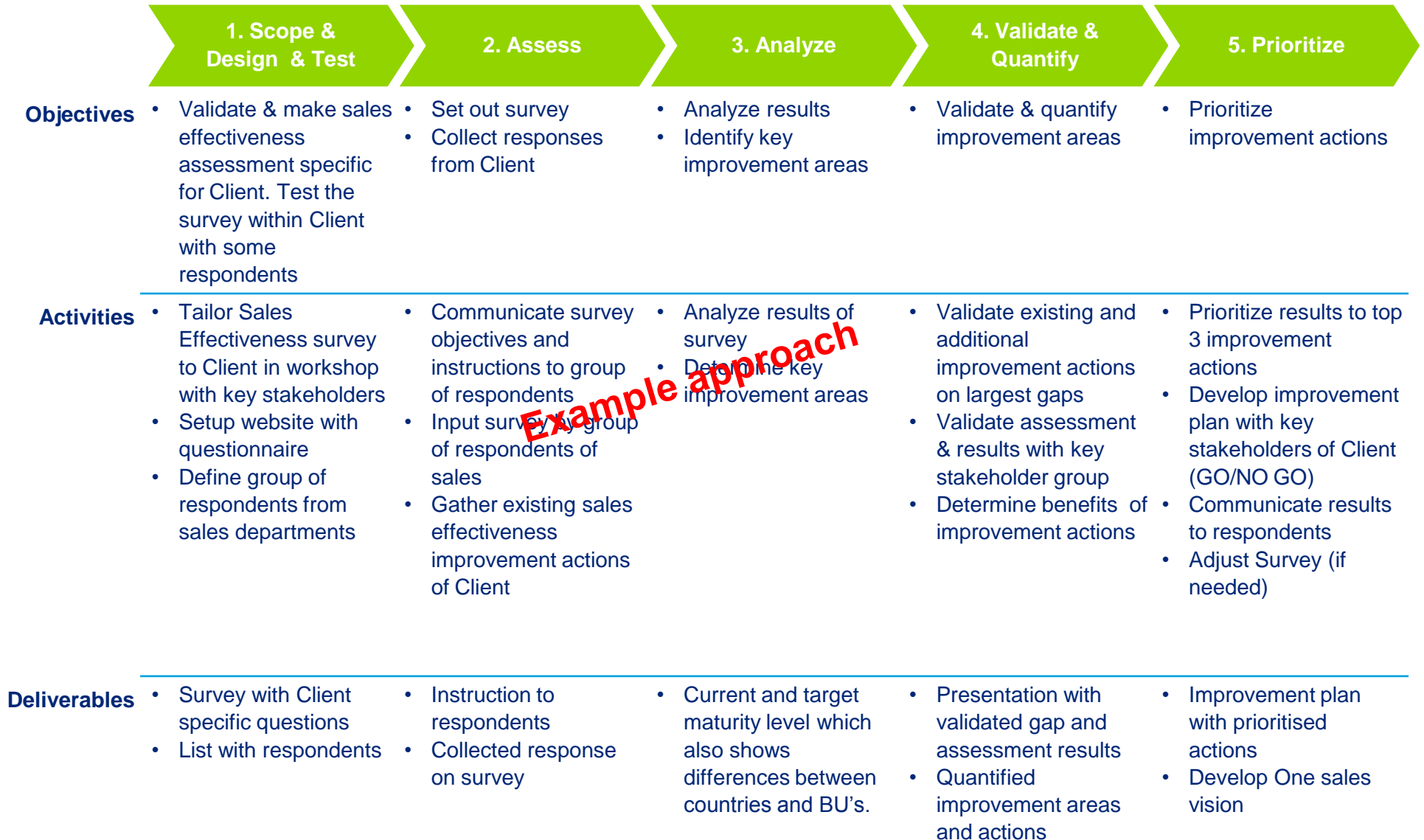
The right team

As a full-service and global consulting provider, we offer a pragmatic and proven multidisciplinary team experienced with SFE on all dimensions.



Deloitte.

The assessment will identify quick wins which can be used for the business case for further roll-out of Sales Effectiveness



Example approach

The Sales Effectiveness will be evaluated against 5 dimensions on 4 maturity levels

