

## Sales Process Development Workshop™

Sales Process Development Workshop™ focuses on developing, designing and documenting a sales process reflecting the customers buying process. This can be one single workshop or series of workshops depending on the complexity and variations of companies offerings. However, sales opportunity process gives a structure to managing sales opportunities in a systematic way.

### Agenda

- Workshop to develop high performance sales opportunity process or processes
- Document and model the proactive way to manage sales opportunities
- Objective to design and develop a sales process that is applied to the customers buying process
- Define each step with activities and sales tools to be applied in each phase

### Why

- Define a model for sales opportunity management and process key performance indicators
- Increase and improve sales forecasting and sales opportunity coaching capability
- Improve sales efficiency by describing the best practices (reflecting successful sales project)
- Integrating customer management, sales, delivery and marketing into common terminology and process
- Provide better capability for sales opportunity management and sales opportunity coaching
- Create a model how the (solutions) service projects or concepts should be sold

### To Whom

- Sales management, service sales core team
- Marketing and business development
- Regional and business line management

### Deliverables

- A documented sales process
- A roadmap for sales organization to achieve a high performance sales culture
- Sales opportunity process milestones and defined activities for CRM

### Five-step-approach™



## Success Story Case Example – Sales Opportunity Process

### Customer Challenge

A large multinational industrial service company had several different formats of forecasting sales and managing sales projects. Several independent divisions all had their own separately developed sales processes which led to several internal misunderstandings and wrong resource allocations. As a result they lost a number of important sales projects due to the internal communication difficulties when managing sales projects.

### Solution Provided

Customer Centric Selling Europe™ was asked to resource, manage and facilitate a multi-level sales process development project. This was done together with the customer core teams from all around the world. The end result was a very detailed and comprehensive corporate level sales process that was documented for all business units.

### Result

All the individual divisions were then able to take and implement the sales process to fit their own sales model. Over all the sales improvement was measured in improved sales forecasting accuracy.

### Why Customer Centric Selling Europe™?

The Customer chose Customer Centric Selling Europe™ as they had a clear and proven methodology to facilitate and consult multinational level sales process development workshop and conduct it within the given time schedule.

