

## Golden Document Workshop™

Golden Document Workshop™ is a management workshop with sales focus. It features management commitment on implementing sales strategy in practice. The overall objective is to align the defined sales opportunity process with the relevant opportunity milestones and commit management to the agreed Key Performance Indicators.

### Agenda

- Agreement of organizational roles and responsibilities and commitment towards high performance sales culture
- Create measurable sales process key performance indicators
- Define transformation roadmap from product sales to selling solutions and services

### Why

- Enhance management capabilities to steer, lead and coach solution and service projects
- Agree common sales management principles
- Engage senior management towards sales opportunity coaching principles
- Agree on the Key Performance Indicators and the follow-up activities

### To Whom

- Business unit or line management
- Country sales management
- Sales management and service sales management
- Service delivery management

### Deliverables

- Documented principles to better steer lead and follow-up sales opportunities
- Documented common KPI, key performance indicators
- Organizational commitment and common management principles

### Five-step-approach™



## Success Story Case Example – Management Commitment

### Customer Challenge

A large international ICT company had defined its sales process and documented a number of services. The company strategy was to shift from selling products to selling solutions, but the business line management was not sure whether all members of the sales management team were really on top of the change. At the same time management teams spend long hours in defining how to forecast and estimate sales in the future.

### Solution Provided

Customer Centric Selling Europe™ was asked to manage and facilitate a series of management workshops for senior management to align sales management and forecasting principles. The objective was to two-folds: a) to create a common set of rules on how to steer, lead and follow-up the sales projects and b) to define the sales management Key Performance Indicators that need to be followed and reported during the management meetings.

### Result

The business line management was able to commit sales managers to follow a common set of key performance indicators that will lead towards a systematic sales culture. Business line management was delivered a clear set of tools to steer, lead and follow-up sales opportunities and a highly motivated management team.

### Why Customer Centric Selling Europe™?

The customer chose Customer Centric Selling Europe™ as they had a clear and proven methodology to facilitate and help in committing sales management to the new sales strategy in short period of time. It was a natural process as CCSE™ had helped the customer to define their sales opportunity process as well.

