

# Sales Transformation



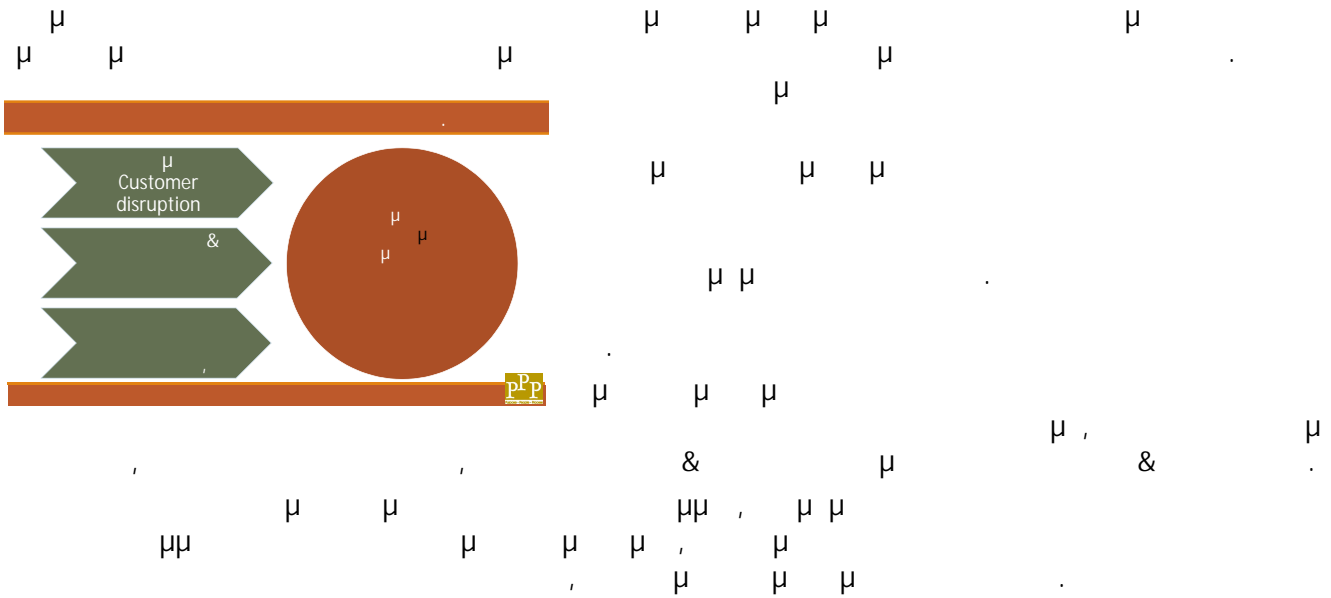
PPP Learn.



Purpose - People - Process

LEARNING  
SYSTEMS

# Why change



# How change

1  
The multi Buying process

2  
Sales process engineering

3  
Sales content management

## Definition



• Mapping the buying Process

• Touchpoints & MOTs

### 1) Mapping the buying Process

- Workshop

### 2) Touchpoints & MOTs

- Workshop

## Alignment



Process

Sales

- Pipeline & Sales Funnel mapping
- KPIs & Dashboards
- Integrate functions

### 1) Pipeline & Sales Funnel mapping

### 2) KPIs & Dashboards

### 3) Integrate functions

- customer service - marketing

## Content



### 1) Message to market Generator

### 2) Demand generating tools:

- (Infographics, E-books, Videos)

### 3) Sales enablement tools:

- & Storybooks

(Playbooks)

# What are the benefits

- ▶ **Increased productivity** - Automating repetitive tasks allows sales teams to spend more time on high-value activities, leading to faster sales cycles and higher revenue.
- ▶ **Improved accuracy** - Automation reduces human error in data entry and reporting, ensuring that sales data is consistent and reliable.
- ▶ **Enhanced customer experience** - Automated workflows can provide faster responses to customer inquiries and more personalized service, leading to higher customer satisfaction and loyalty.
- ▶ **Cost reduction** - By streamlining processes and reducing manual labor, sales automation can significantly lower operational costs.
- ▶ **Scalability** - Automated systems can handle a large volume of tasks, making it easier for sales teams to scale their operations as the business grows.
- ▶ **Data-driven insights** - Automation provides access to real-time data and analytics, enabling sales teams to make informed decisions and optimize their performance.

## 4 Sales automation tools

### Tools



Sales automation software  
Sales process.

#### 1) Intelligent CRM

- Identifies leads, opportunities/pipeline, and customer behavior.
- Utilizes cloud based data, mobile devices, and social media for better insights.

#### 2) Inbound marketing

- Focuses on attracting and engaging customers through content marketing, SEO, and social media.

#### 3) Business Analytics

- Analyzes sales data to identify trends, patterns, and areas for improvement.

## 5 Developing new talents

### Competencies



Competencies  
Recruiting, retention, ongoing training & e-learning, restructuring the bonus system.

#### 1) Selection & recruitment

- Utilizes DNA recruiting, retention, and ongoing training & e-learning.

#### 2) Ongoing training & e-learning

- Focuses on coaching, on the work flow learning, and restructuring the bonus system.

#### 3) Restructuring the bonus system

- Utilizes KPI's, coaching, and restructuring the bonus system.

## 6 Performance management

### Management



performance management  
management process. Sales performance.

#### 1) Performance coaching

- Focuses on coaching, Sales funnel/pipeline, and Performance management.

#### 2) Sales manager coaching

- Focuses on coaching, performance management, and sales.

#### 3) Leading with Dashboards

- Utilizes process, sales, and performance management.



Sales Transformation  
Change Management

...  
Sales Transformation



Transformation

1) - Executive Workshop

Transformation

2) - Your Business Study

- Coaching

- Sales Transformation Project, ... (benchmark).



Sales Transformation.

210-803 4617 e-mail info@ppplearn.com.

