

Sales Effectiveness Solution Discovery

THE SEARCH FOR SALES FORCE EFFECTIVENESS

Organizations today are constantly looking to improve their sales force effectiveness — investing in sales methodologies and sales force automation (SFA) software to improve overall performance and efficiency. However, achieving targeted sales outcomes — improved forecasting visibility and pipeline accuracy and enhanced lead and quote management — is only possible if teams believe in the usefulness of their sales tools in closing sales.

Forcing sales representatives to utilize software only produces frustration. When aggravated, sales representatives will revert back to using personal spreadsheets instead of standard company systems — spreading invaluable contact infor-

mation and sales data into literally hundreds of separate data locations. This creates a data management nightmare.

When sales teams recognize the value of sales methods and software, as opposed to viewing them as non-selling administrative burdens, these tools will produce enhanced productivity and increased business efficiency. InnoVeer Solutions has learned that evaluating the maturity level of a sales organization relative to four stages, along with finding the correct balance between sales representatives' and sales management's unique needs, is the most effective way to ensure a successful SFA system that truly performs — with high levels of user adoption.

ENSURING PERFORMANCE FROM SALES FORCE AUTOMATION TOOLS

The *Sales Effectiveness Solution Discovery* is an accelerated analysis that identifies the requirements and initial actions to successfully deploy and significantly benefit from advanced SFA process and technology enhancements. In a two-week, focused engagement, InnoVeer will assess sales environment and business process maturity and determine what capabilities will increase sales performance, reduce administrative time, and ensure accurate and effective information management and reporting.

SUCCESS STORY

RSA Security Inc., the premier provider of e-security solutions with more than 8,000 customers worldwide, turned to InnoVeer Solutions to retool its sales management system as a result of its shift from a direct to indirect sales model.

InnoVeer Solutions helped RSA develop a three-part project that included a project definition phase and two implementation phases. The project definition phase, an integral part of InnoVeer's CRM Fastmap™, enabled RSA and InnoVeer to better understand the technical, functional, and organizational requirements.

The phased implementation first introduced CRM to RSA's sales, marketing, and professional services organizations, followed by its Developer Solutions/ Encryption organization. Once up and running, the new solution was quickly and widely accepted by sales personnel who had resisted the company's prior SFA system.

The customized CRM platform offers sales executives a wide range of enhanced push-button functionality — critical to managing the sales force. On top of that, the updated system immediately improved RSA's visibility into campaigns — greatly enhancing their effectiveness, while also lowering overall sales and marketing costs. Moreover, by integrating the company's updated sales system with its Web site, RSA sales personnel are able to spend more time qualifying leads, and representatives can now respond to queries and comments from RSA's Web site much more quickly and accurately.

WHAT DOES THE DISCOVERY INVOLVE?

The *Sales Effectiveness Solution Discovery* will focus on the following areas:

- **Sales Process Analysis** — Determine core sales business processes and identify pain points within current model
- **Sales Environment Maturity** — Identify where the organization fits within the Sales Effectiveness Maturity Model
- **Solution Recommendation** — Propose sales model to satisfy sales team's ability to execute and sales managers' requirements for data-driven decision making
- **Technical Readiness** — Conduct analysis of current technical infrastructure and data requirements and identify technology action plan

These activities will enable your organization to identify immediate enhancements that utilize existing capabilities, as well as medium-term goals that lead to an even greater return on sales force investments.

At a fixed price of \$24,900*, the *Solution Discovery* will develop an action plan for improving sales performance and outcomes. (*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Sales Effectiveness Solution Discovery* include:

- Increased sales force productivity and uniformity in tracking leads, quotes, and orders
- Decreased time on "administrative" tasks, while giving managers the necessary information to track opportunities
- Improved consistency in tracking customer data for increased business intelligence
- Streamlined sales forecasts and better handling of customers' asset base
- Ability to accurately tie marketing campaigns, leads, and prospects to quotes and closed deals

ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to healthcare and high-technology companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

PAST CLIENT SUCCESSES INCLUDE:

- PTC
- Dean Health Plan
- Aspect Medical Systems
- Bose Corporation
- BMC Software
- Norwich Union Healthcare

BUSINESS OUTCOMES:

- Increased pipeline tracking and forecasting visibility an average of 18%
- Improved order disposition knowledge and customer account penetration an average of 11%
- Decreased administrative time and manual processes an average of 16%
- Streamlined quote-to-order processes and simplified training and usability three-fold

CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at jyanoff@innoveer.com or at +1 617-225-7914.

