

SalesDriver

The Sales Planning, Productivity and Performance Management Tool

You can plan and steer sales results. SalesDriver tells you «how much, of what» is required to meet targets

- «We are only 19 contracts away from our target, but I'm not concerned – we've planned a lot of activities and events»
- «We were too expensive»
- «They had a better offer from X ...»

Does this sound familiar? Do you sometimes get similar responses when reviewing sales performance with your salesforce? The reason for these lackluster answers is often linked to the absence of transparent and KPI-based sales process information. If you want better answers from your sales consultants, you must be able to ask better questions.

SalesDriver gives you the transparency you need to drive sales productivity and performance in your organization.



How confident are you that your salespeople will reach their sales targets this year?

- Do you have an early warning system in place to identify sales risks?
- Does your current system permit you to manage sales from a sales enablement perspective and tell you «how much, of what» has to be done to get the results back on track?
- If you increase the sales target by 15%, does your salesforce know what has to be done to reach this target?
- Can you objectively identify the problem areas?
- Do you have the necessary information to ask the right questions, and get the right answers?
- Do you have the ability to plan the right actions, at the right time, and ensure sustainable implementation? Do you have the tools to avoid hectic planning and properly plan your sales activities?
- Can you objectively identify, which salespeople might improve their sales effectiveness through coaching?
- Do you know if the (tactical) marketing initiatives lead to the required results?
- Does your «short-term-sales-results-fix» lead to long-term problems?
- Does your system permit you to actively manage both the customer and the supply pipeline?
- Do you sometimes feel that «doing more of the same» is not an option?

If you're not confident, and the reason is linked to some of the above questions ... Spend 30 minutes per week with SalesDriver at the cost of «a coffee per day» per sales consultant

Focus on sales enablement and monitor that the results follow, not vice versa

- Available as a **cloud or customer embedded solution**. The cloud solution can be implemented immediately, the implementation of an embedded solution depends on the complexity
- Sales activity is measured in **real-time** and the key performance indicators are continuously updated
- **Integrated KPI measurement throughout the distribution channel** – OEM ↔ NSC/Import ↔ Dealers – permits you to drive sales productivity and performance in «one language»
- Measuring the drivers of the sales results gives you an **early warning system** to identify sales risks and permits you to take timely action. **Looking back at past results is often too late** – especially if you have long lead times!
- You understand «how much, of what» is required to get back on track and form a sales enablement perspective
- **Targeted vs. shotgun approach marketing expenditure**: The generation of qualified leads requires measures other than improving the conversion ratio from offer to contract
- You can support your salesforce/dealers in understanding how to **manage the quantity and quality of their sales activities, i.e. the conversion ratios**
- Enables you to set **objective, transparent and feasible sales targets**

SalesDriver screenshot from the application tailored to the automotive industry

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