

Win new Customers, Grow existing Customers

Complex Sales & Sales Enablement Services

Presented by : Olivier Rivière

Acquiring new Customers

Hard Facts which can't be ignored

The average B2B win rate
is below 50%

CSO Insights,
Sales Performance Report, 2018-2019

Most buyer's consider that sales
reps bring them little value
In their buying process

Various surveys from Forrester, RAIN Group
and CSO Insights

Acquiring new Customers

Complex Sales



Frequent Challenges (often hidden)

- Marketing and sales teams are struggling to shift from selling products to solutions.
- Marketing and Sales material is not used properly.
- Sales reps do not master the most advanced part of the offering.
- Sales reps are not focused enough on the best customers and prospects.
- Sales reps often fail to identify influential stakeholders.
- Recurring disappointments as deals supposedly won are lost.
- Sub-par Win rates are too low.

Acquiring new Customers

Complex Sales



Your Ambitions

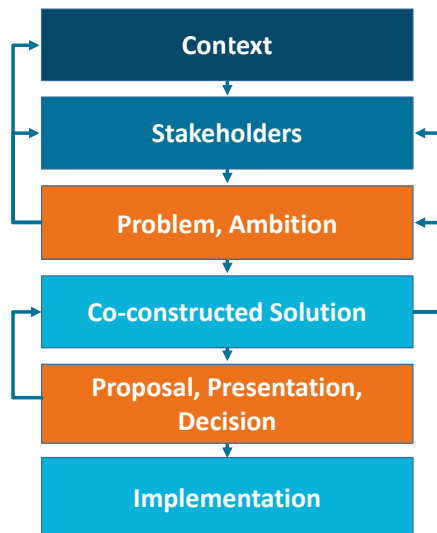
- Start or strengthen a Sales Enablement initiative.
- Make the collaboration between Marketing and Sales more efficient.
- Increase sales of your high-end offering.
- Design and implement highly efficient sales processes fully mastered by the sales team.
- Increase win rates and average deal size.
- Gain market share against competition.
- On-board new sales rep and sales managers faster and better.

Business Ecosystem Selling™

Business Ecosystem Selling™, our advanced end-to-end complex sales methodology, combines the best multifaceted influence-oriented marketing and sales methods developed in the past decades. Flexible and fully customisable it leverages the essential concepts of business ecosystem and influencers along with the buyer's journey and the sales process. It also supports the selection, customisation, and roll-out of digital tools.

Complex Sales Process

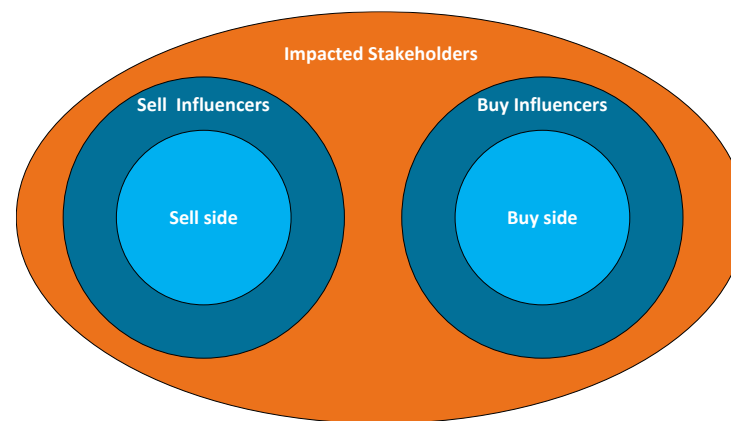
Our methodology helps marketing and sales teams orchestrate the dialogue with the customer all along their buyer's journey. It is easily integrated into a CRM and in a Sales Enablement initiative.



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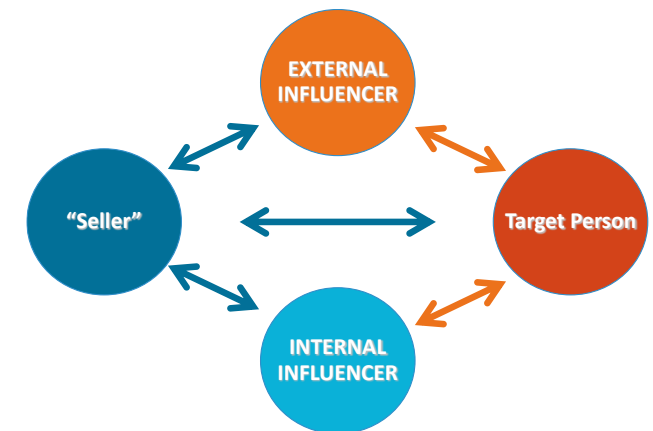
Business Ecosystem

Our Business Ecosystem Analysis framework helps communications, marketing, and sales teams analyse the players in a business ecosystem according to the context and goals and drive their actions accordingly.



Influencers

B2B complex sales is an influence game. Whatever the specifics of a given business, our methodology helps the vendor's staff identify and engage internal and external influencers to bring value to the customers and prospects and support their decision-making journey.



Acquiring new Customers and growing existing ones

Complex Sales Services Matrix

Service Component	Collaborative Workshop	Design	Training & Coaching	Roll-Out
Business Ecosystem Modelling	XXX	XXX		
Content Strategy and Roadmap	XXX	XXX		XXX
Sales Process Design	XXX	XXX		
Sales Process Roll-Out	XXX		XXX	XXX
Basic Complex Sales Training		XXX	XXX	
Advanced Complex Sales Training		XXX	XXX	
Complex Sales Reinforcement	XXX		XXX	XXX
Complex Sales Skills Reference Framework	XXX	XXX		XXX

Target audience: Communications, Marketing, Sales, Customer Support functions, Human Resources, Learning & Development

These services can be combined with our Sales Enablement, Account Management and KAM Services

Zoom on Complex Sales Skills Development

How truly complex is your sales environment? There is no one-fit-all answer to this question. Therefore, the right complex sales skills development system and the associated tools for your company can only be custom-made according to the specifics of your business. We leverage a long and deep-experience with an extensive knowledge of best-of-breeds technique to offer a state-of-the art Complex Sales training concept.

State-of-the-Art Pedagogy

Our Complex Sales Skills Development services and tools leverage all established best practices. They make an intensive use of case studies and role plays. They combine face-to-face and remote sessions, e-learning and collaborative workshops.



Focus on the Buyer's Journey

In a world where most information is available online, the best B2B sales people are those who can accompany their prospective customers in their buying journey. This is the redline of our Complex Sales Training.



Tailor made

Our Complex Sales Training Content is always customised to your company's specifics and according to the true level of complexity of your sales environment.

- 2-, 3 or 4-days Core Training Programmes
- Adaptable for Sales and for Marketing functions
- Content and Tool Box designed to support post-training reinforcement
- Complementarity with our Business Ecosystem workshops and Account Management and Key Account Management Training

Customer Case

Consulting Department of a global IT Services Complex Sales Training for Business Managers

For newly appointed Business Managers of the consulting department of a global player focused on Digitalisation.

- Designed a 2-day complex sales training for newly appointed Managers.
- Developed specific role plays and case studies.
- Developed a comprehensive associated Tool Kit.
- Used short videos to introduce the training programme as well as key concepts.
- Organised the content and Tool Kit in order to ease post-training reinforcement.
- Linked the Complex Sales method to the company Key Account Management method.
- Trained several group in face-to-face and remote sessions.

Lasting tangible impact: Global positive feedback from participants with a lot of them expressing the wish that the method would be adopted company-wide.



Driving a better dialogue with Customers

Defining Sales Enablement

Sales Enablement is a comprehensive and coherent set of services, deliverables and practices to help sales reps have a high-quality dialogue with customer at each single step of the buyer's journey / sales process

Note: Sales Enablement is part of a Sales Excellence Framework but should NOT be considered as sufficient on its own to achieve sales excellence

Reasons for the Rise of Sales Enablement

FIX RECURRING ISSUE

- Sales reps lacking a deep understanding of target segments and ideal target customers
- Low mastery of the complex sales process
- Pushing too hard on prospective customers
- Low usage of existing sales material
- Difficulties to find the sales content
- Training that doesn't stick
- Win rates too low

LEVERAGE MODERN BEST PRACTICES

- Holistic view on sales reps needs to drive an efficient dialogue with Customers
- Sales process truly aligned with the Buyer's Journey
- Reinforcement as a necessary complement to training
- Coaching in the context of a given sales opportunity
- Leveraging of adequate digital platforms

Hard Facts which can't be ignored

Companies that have had a formal charter, vision, and strategy for Sales Enablement since at least two years achieve 12% higher win rates, and reported the number of reps achieving quota attainment was 35% better compared to those without.

Sales Enablement PRO, State of Sales Enablement Report 2019

Driving a better dialogue with Customers

Sales Enablement Framework

Our Sales Enablement Framework captures the essence of the emerging philosophy and practice of Sales Enablement (SE) with no preconceived idea on the organisational set-up. It is based on a very broad and deep experience of all the functions and disciplines that can contribute to a SE initiative.

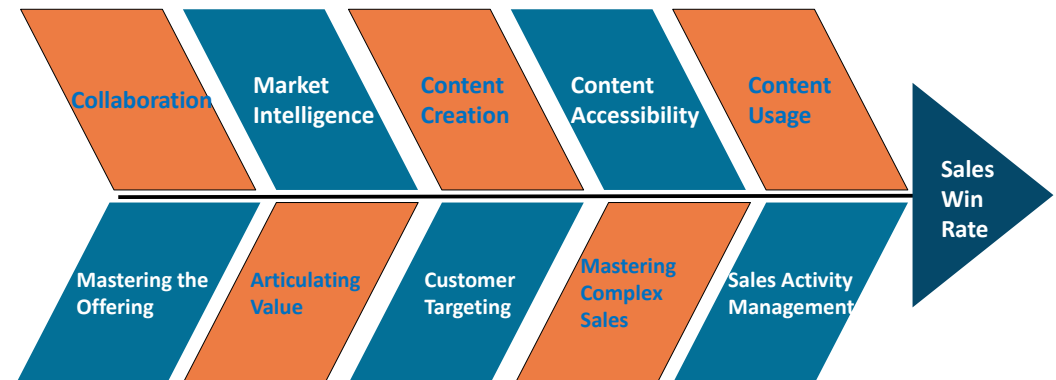
Multi-disciplinary Approach

Sales Enablement aims at fixing many recurring problems observed in most organisations. Whereas traditional approaches most often focus on a silo approach (per discipline), Sales Enablement aggregates all elements in a comprehensive and coherent system.

- Marketing
- Sales
- Sales Operations
- Human Resources
- Learning & Development
- Sales Coaching
- Sales Management
- Digitalisation

System and Lean Thinking

Sales Enablement is a system which must be built upfront with cost-efficiency in mind. Our methodology combines lean thinking to system thinking in order to optimise the utilisation of resources and avoid the frequent trap of over-engineering.



Driving a better dialogue with Customers

Sales Enablement Services Matrix

Service Component	Collaborative Workshop	Design	Training & Coaching	Roll-Out
Discovery Workshop - What is Sales Enablement?	XXX	XXX		
Design of a Sales Enablement initiative	XXX	XXX		XXX
Content Strategy and roadmap	XXX	XXX		
Content Integration into the Sales Process	XXX		XXX	XXX
Product/Solution Sales Playbook Development	XXX	XXX		
Sales Coaching Framework	XXX	XXX	XXX	XXX
Assistance in the selection of digital platforms	XXX	XXX		XXX
Job descriptions and Skills reference framework for Sales Enablement	XXX	XXX		XXX
Target audience: Sales Enablement / Operations, Marketing, Sales, Customer Support functions, Human Resources, Learning & Development				
These services can be combined with our Complex Sales, Account Management and KAM Services				



Sales Enablement

Customer Case

Global Enterprise Software Company Sales Enablement initiative around new solutions and a new pricing model

In order to enable the sales force to sell new solutions and drive the shift towards a new pricing-scheme.

- Worked with Product/Solutions Marketing to refine the Ideal Customer Profile, target functions profiles, most frequent challenges and sales triggers.
- Created a comprehensive Sales Playbook.
- Delivered Solutions and Complex Sales Training.

Lasting tangible impact: The Sales Enablement initiative played a crucial role in solving serious issues with the adoption of new solutions and of the new pricing scheme by the sales force. It drove an improvement in the collaboration between Marketing and Sales. In the year following the implementation of the goals in terms of product/solution mix was reached and a significant increase in win rates was observed in most countries.

Our Differences

Working with me/us on Sales Enablement and Complex Sales, gives you access to:

- The experience of a deep engagement with a broad variety of customers operating in complex business ecosystems.
- A modern Complex Sales methodology adaptable to the true level of complexity.
- A non-dogmatic approach to Sales Enablement.
- A wealth of knowledge and experience in related and complementary areas: Product & Solutions Marketing, Business Ecosystems, Complex Sales, Sales Effectiveness, Account & Key Account Management,
- The capacity to mobilise a team of senior operational consultants across the world (via Powering - see “Ecosystem” on our web site).
- Strong connections and regular experience sharing with the global Sales Enablement community.



Our Field of Intervention



Engage with your business ecosystem
Open a dialogue, create value, and pave the way to increased sales revenue.
Business Ecosystem Selling.



Win new customers
Master the sales process within a complex business ecosystem. **Sales Enablement & Complex Sales.**



Retain and grow customers
Efficiently and effectively manage your entire customer portfolio. **Account Management**



Create more value with key customers
Execute strategy faster and accelerate growth with **Key Account Management.**

www.kam-with-passion.com

KAM WITH PASSION

Consulting, Training, Coaching, Digitalisation

Olivier Rivière

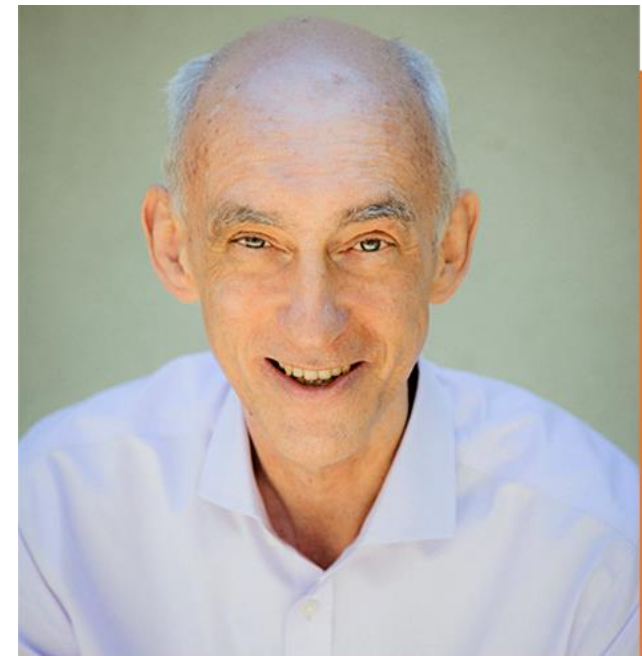
The Power of Purpose and Passion

I believe in the combination of intellectual rigor and pragmatism, in system thinking and collective intelligence, in the power of a rich experience across sectors, countries and cultures.

I do not believe in one-fit-all approaches and secret sauces.

I believe in the right mix of **Ambition and Humility**.

What about you?





Contact Me

Whatever your needs, sharing experience, connecting as a member of the same ecosystem, or looking for external help, I will be delighted to have a conversation with you.



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