

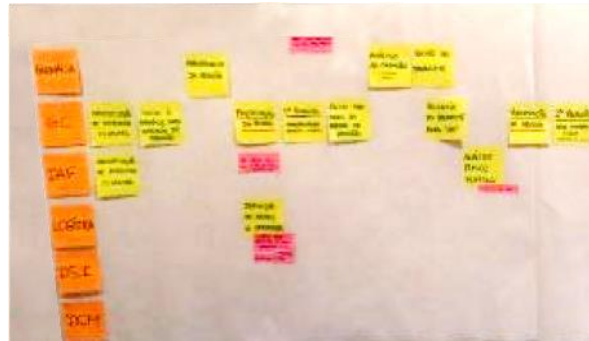
B2B Sales Call Efficiency

PICTURES BEFORE

Selling Behaviour Assessment

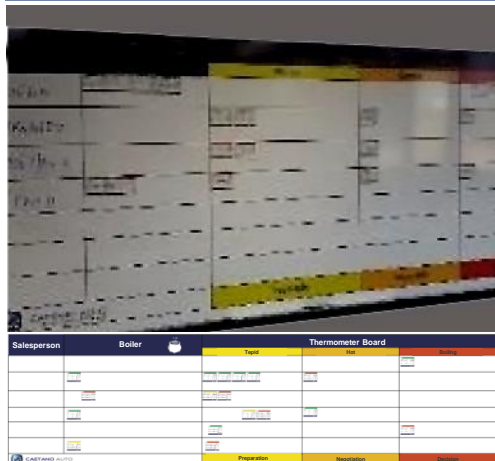
Competitor	Market Share	Price	Quality	Service	Speed	Flexibility	Reliability
1	High	Low	High	High	High	High	High
2	Medium	Medium	Medium	Medium	Medium	Medium	Medium
3	Low	High	Low	Low	Low	Low	Low
4	High	Low	High	High	High	High	High
5	Medium	Medium	Medium	Medium	Medium	Medium	Medium
6	Low	High	Low	Low	Low	Low	Low
7	High	Low	High	High	High	High	High
8	Medium	Medium	Medium	Medium	Medium	Medium	Medium
9	Low	High	Low	Low	Low	Low	Low
10	High	Low	High	High	High	High	High
11	Medium	Medium	Medium	Medium	Medium	Medium	Medium
12	Low	High	Low	Low	Low	Low	Low
13	High	Low	High	High	High	High	High
14	Medium	Medium	Medium	Medium	Medium	Medium	Medium
15	Low	High	Low	Low	Low	Low	Low
16	High	Low	High	High	High	High	High
17	Medium	Medium	Medium	Medium	Medium	Medium	Medium
18	Low	High	Low	Low	Low	Low	Low
19	High	Low	High	High	High	High	High
20	Medium	Medium	Medium	Medium	Medium	Medium	Medium

Sales Call Process Mapping



PICTURES AFTER

Thermometer Board: ongoing business



Salesperson	Boiler	Thermometer Board
1	High	High
2	Medium	Medium
3	Low	Low
4	High	High
5	Medium	Medium
6	Low	Low
7	High	High
8	Medium	Medium
9	Low	Low
10	High	High
11	Medium	Medium
12	Low	Low
13	High	High
14	Medium	Medium
15	Low	Low
16	High	High
17	Medium	Medium
18	Low	Low
19	High	High
20	Medium	Medium

Sales Call Script

Step	Objective	Script Content
1. Greeting	Establish rapport	Hi, my name is [Name]. How are you today?
2. Introduction	Present company	We are [Company Name], a leading provider of [Product/Service].
3. Needs Assessment	Understand customer requirements	Can you tell me about your current [Product/Service] usage?
4. Solution Presentation	Present benefits of the solution	Our solution offers [Key Benefits] which can help you [Achieve Goals].
5. Objection Handling	Address customer concerns	I understand your concern about [Objection]. Here's how we can address it: [Solution].
6. Closing	Secure the sale	Would you like to schedule a demo or trial? [Call to Action]

Problem

- Competitors with aggressive sales propositions are gaining market share
- Sales team with low win-rate of proposals
- Sales team holding on to traditional sales approaches, unable to adjust to the market demand

Root causes

- Lack of information and preparation before the sales meeting, that would help in facing customer's objections
- Lack of knowledge regarding the product features and the competitors offer
- Incorrect planning leads to sales meeting cancelations

Solution Approach

- Strategy definition to clarify market positioning and value offer
- Development of preparation checklist, standard for the sales call meeting and support materials to present during the calls
- Organisational Model focused on the customer: salespeople and sales managers organised according to the channel
- Routines for Sales Funnel and KPI analysis to improve funnel progress rates

Benefits

