

Breakthrough Case Study[©]:

Solving the Sales Revenue Problem

Problem or issue:

- ✓ Need to increase sales
- ✓ Need to manage sales growth

Global high tech/embedded electronics company with >\$1B in sales

Geography: global

Sales force size: 500+

Global salesforce of FSEs and FAEs with direct and distribution representation in Asia, Europe, North and South America.

Description of issues:

This global semiconductor company wanted to grow sales. They were committed to investing in process and people despite the effects of the global financial crisis of 2008/2009.

While the company had several sales methods comprising its overall sales process there was a lack of clarity around where a sales opportunity was in the process. This made it harder for FSEs to be effective with sales strategies.

FSEs and FAEs often pursued so called 'low hanging' opportunities and too often affirmed the customers' requests for lower pricing and special deals. For opportunities that didn't close right away the reps tended to leave these on their funnels and not commit selling time to them, resulting in overvalued funnels with low confidence in the data. RSMs did not have a repeatable process to coach to. Management had visibility of the funnel but no funnel 'insight'.

Solution recommendation:

Provide more than just visibility – give insight to the sales funnel

Conduct monthly funnel inspections or ‘Funnel Audits’ to maintain integrity of funnel and set recurring action plans

Simplify the overall sales process

Create a customized, globally relevant sales funnel based on the customer’s buying process using best practices of subject matter experts from each geographic region (Asia, Europe, Americas)

Clean up funnel using new design

Invest in coaching training and development

Results and Learning

After experiencing a 30% drop in sales due to the global financial crisis of 2008 and 2009 sales in the client’s 2011 fiscal year increased 59% over the year before. This outpaced all other similar semiconductor companies.

The funnel accuracy was increased by 400%.