MAKE YOUR BUSINESS RUN BETTER WITH AGILE IN SALES

By Marina Alex
CASE STUDY

1. Increased sales 43% — 127%
2. More than 1500 sales, product, and market innovations
3. Created a competitive advantage
CASE STUDY

Баусервис

20
Years old

1300
Employees

£160M
Revenue

Similar to bathstore

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WHERE WE BEGAN

1. Didn't achieve sales targets
2. Didn’t collaborate with other departments
3. Lacked passion
4. Classic sales department

43%
OUR APPROACH

Qualitative Indicators

Sales backlog

Planning session

Daily

Scrum roles

Quantitive Indicators

Demo

Retrospective

7 day sprint

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### Key Objectives
1. Plan for sales for 3 months.
2. Plan for profit.
3. Sales plan breakdown.

### Strategic clients
- List of strategic clients.
- At the very top, the most important are descending.
- List of strategic clients from most important.
- $$ - name
- $$ - name
- $ - name

Our actions:

### Strategic products
1. What is our focus.
2. Remains in stock.

Our actions:

### Key messages & Value Proposition
1. Value proposition.
2. What kind of pain of our client we decide.

Our actions:

### Market Strategy
1. Who is our best customer.
2. How has the market changed and what does our customer want.
3. Who are our main competitors.

Our actions:

### Promotions & Budget
What budget do we have for these 3 months.
Where do we want to invest this money.

Our actions:

### Opportunities
1. New customers.
2. New markets.
3. New territories.
4. New sales.
5. New channels.

Our actions:

### Growth
What do we offer existing customers.

Our actions:

### Upsale
What processes do we need to change to be faster.

Our actions:

### Innovation
AGILE IN SALES WAS OUR SOLUTION

100%

43% AGILE sales pilot team

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The most important part of AGILE transformation

Worst sales department as AGILE pilot team

100%
AGILE is a MINDSET
OTHER DIFFICULTIES

1. Didn’t know how to be a team
2. Managers didn’t trust their teams
3. Focus was on sales, but not on customer satisfaction
4. Lack of collaboration with other departments (e.g. marketing, IT, and logistics)
COMMON GOALS

INCREASED SALES
WITH A COMMON GOAL

43% FROM
WITH A COMMON GOAL

FROM 43% TO 127%
AGILE SALES TEAMS MADE MORE THAN £75,000,000 FOR THE COMPANY WITH A COMMON GOAL

43% FROM 127% TO
THE SAME PEOPLE
THE SAME COMPANY
THE SAME BUDGET

= TRIPLE THE OUTPUT
EACH AGILE SALES TEAM CREATED MORE THAN 3000 INNOVATIONS PER YEAR
AGILE IN SALES

INCREASES PROFITS AND MAKES BUSINESS RUN BETTER
THE REAL RESULTS

127%

40%

Worst sales department as AGILE pilot team

AGILE

CRISIS

The most important part of AGILE transformation

THE SAME GOAL

- satisfaction of customers
- secondary sales
- competitive advantages

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CUSTOMER FOCUS

leads to repeat business and creates a competitive advantage that IS HARD TO COPY
**SWAY - Agile sales system 1.0**

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### Key Objectives

**1. Value proposition.**
- What kind of pain of our client we decide.

**2. Our actions:**
- How we can help with this issue.

### Strategic Market

**1. Market Strategy:**
- Who is our best customer.
- How has the market changed.
- What is our competitive advantage.

**2. Promotions & Budget:**
- What budget do we have for these 3 months.
- Where do we want to invest this money.

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### Key messages & Value Proposition

**1. Our actions:**
- How we can improve collaboration within the sales department.

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### Sales Team

**1. What is the composition of the team.**
- How much do they know this product.

**2. What do we need to improve in the sales department so that they fulfill the plan.**

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**Sales with Agile**

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Email me to receive a free copy of the SWAY guide...

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