1. Pre-Workshop (Strategy, Data & Information Gathering)

A series of questions which will help facilitate discussion during the main Workshop. They will help everyone align and agree on the DRIVERS, LEVERS & KPI's that will form the backbone to moving forward smoothly after the workshop sessions.

Corporate Lifecycles is an exponent of the Adizes® Institute methodology; the founder of the Organisational Lifecycle Concept. The methodology was ranked #3 all time 'Best in Class' by Inc. Magazine USA for Middle Market Companies; and in 2019 ranked in the top 10 globally of Change Management Solutions by HR Tech outlook magazine.

The key consideration in this section is what actually DRIVES sales in an organisation. What are the key components? Typically, there are FOUR drivers of revenue for most companies. 1. Efficiency and Effectiveness. 2. New Business Acquisition, 3) Developing Existing Customers and, 4. Customer Retention. Yield is also a consideration, but typically is outside of a Salespersons remit or responsibility.

For revenue growth, understanding the four DRIVERS is vital. To implement them successfully, they should also be customised in terms of industry, organisation, channel and language.

- Customers, Segments & Channels
- Strategies, Organisations & Plans
- Recruiting, Training & Motivation
- Processes, Tools & Support
- Forecasting & Metrics

- Organisational Lifecycle Concept
- Management Style Indicator & Role Assessment
- 'Potential Improvement Points' (PIPs)
- 'Management & Mismanagement Styles'
- 'Mining for Sales Growth'

- What Drives Sales?
- Turn PIP's into Possible KPI's
- Examine Data from CRM
- Create CSV Files
- Load CSV into DSO

- What are Critical Areas for Each Driver?
- What Has Biggest Impact on Growth?
- What Resources Will You Need?
- How Can They be Implemented?
- Can Levers be Ranked by Criteria?

- Quizzes & Surveys (24 Types)
- Gamification Techniques
- Interactive Illustrations
- Role Play, Research & Tasks
- Projective Techniques
- Multiple LMS Player Views

- 'Sales Fundamentals'
- 'The Effective Sales Manager'
- 'Business Thinking @ Work'
- 'The Cognitive Presenter'
- 'Cognitive Messaging'
- 'From Sales Manager to Coach'
- 'Effective Knowledge Transfer'

- **KPI's Link the Levers & Drivers Together**
- Customised to Different Types of Sales Teams
- Method to Effectively Drive Sales Behaviour & Change
- Customise the 'Terminology' used Throughout the Company
- Weighting & Identifying Key Areas for Improvement

While many people think of digital learning as merely the use of digital tools in the classroom, we believe digital learning is meant to enhance learning, not simply continue existing learning via digital means. Our digital learning focuses on key evidence based methodologies, strategies and techniques.

As well as identifying the Top 40% and the upside of bringing the rest of the team to the same level, Digital Sales Optimisation has a built-in impact calculator with customisable sales variables in order to run all types of scenarios for better Management and planning.

- Microstyle (Blended Learning in 'Informative Chunks')
- Experiential (Knowledge Transfer Through Experience)
- Rapid (Using PowerPoint™ as the Base for Learning)
- Cognitive (Maximising the Brain's Potential)
- Spaced (Learning over a Period of Time)

- What if the Value of Opportunities Were Greater?
- What if I Had Higher Conversion Ratios?
- What if I Had More Sales People
- What if I Had More Opportunities?
- What if I Had Higher Yields?

Our sales playbook is a go-to guide for tackling many challenges faced by organisations. It is a roadmap for reducing new hire on-boarding time, and the secret to driving productivity gains. They are also a mechanism to ensuring 'wins' are not random, and losses can be traced back to a moment when things went wrong. The playbook empowers salespeople to engage customers at every level.

- Customer Profiling
- Lead Qualification
- Sales Processes
- Best Practices
- Case Studies
- Competitors
- Messaging
- Sales Tools
- Resources

Lasting behaviour change is typically very difficult to achieve. It is far too easy for salespeople to 'slip' back into old ways. Combing analytics and our knowledge of Cognition can accelerate long-term change.

- Connect Behaviour With Goals
- Identify the Correct Behaviour
- Align With Natural Tendencies
- Accountability, Acceptance, Application
- Implement Repeatable Process

- Overall Strengths & Weaknesses of Sales Teams
- Develop Individual Scorecards & Benchmarking
- Quality Information for Management Decisions
- Links Sales Strategy to actual Business Strategy
- Global/Regional/Local Implementation
- Collaborative Plan for Top 40%
- Realistic Plan for the middle 40%
- Management Plan for the Bottom 20%

The workshop will help identify ways in which the Top 40% can continue to produce even more. Also, move the Middle 40% to challenge the Top 40%, and a plan of how Management can improve the bottom 20% to a satisfactory level.

3. Post-Workshop (Insights & Analysis to Change Behaviour)

ARCANUM
What World Class Sales Teams Look Like

digitalsales© OPTIMISATION

Corporate LifeCycles Partnership

2. Workshop-(Measurement & Alignment)

4. Post- Workshop (Microstyle Learning)