

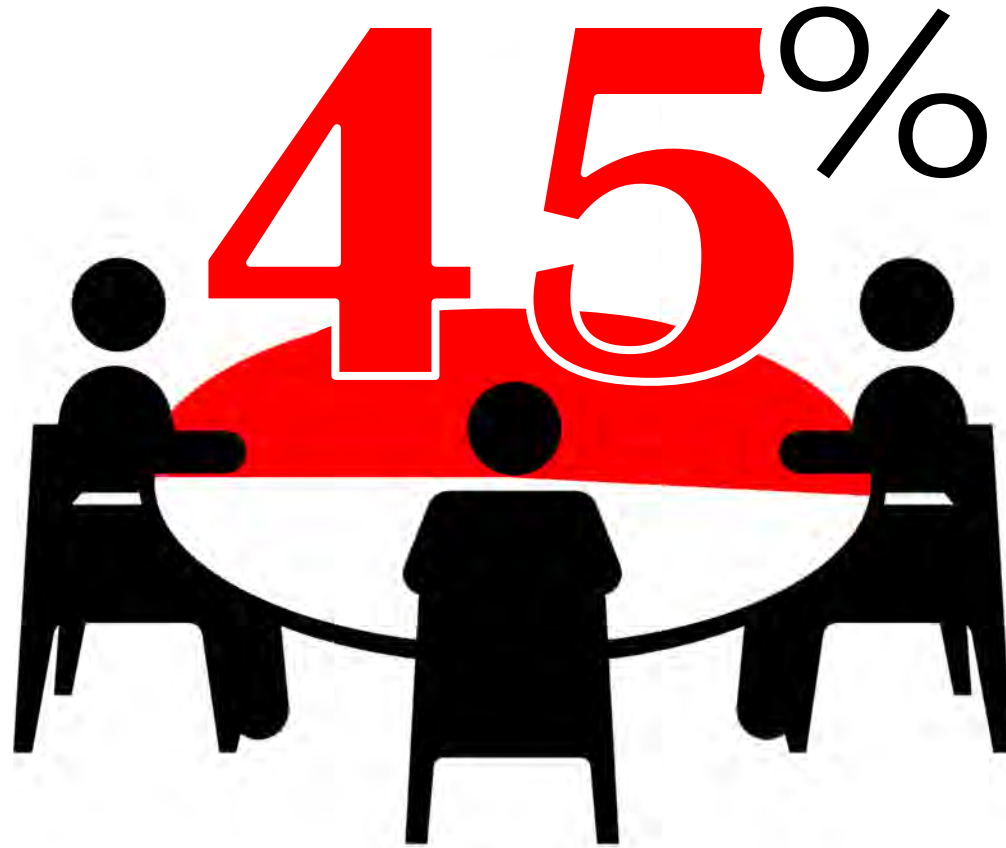


Irish Medtech
Association
Ibec

What % of your
organization/team's
full growth potential
is presently being exploited?
(circle the point on the scale below)

0% 10% 20% 30% 40% 50% 60% 70% 90% 100%

55% is the average answer across 47 markets & 12 industries. But let's focus on the...



Science & Research

Based on 10 years of data and analytics on performance within organizations & commercial teams.

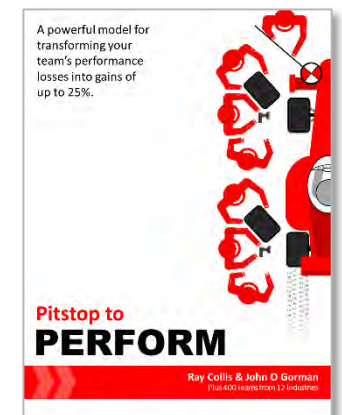


Spanning multiple fields of study (from social psychology to organizational design) the underlying pitstop research has been **published in a series of 6 books.**

Due late
2017



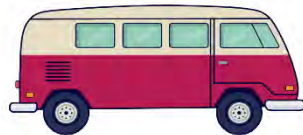
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Pick one vehicle to represent your organization/team's:

Or Value Creating
REVENUE GENERATING MACHINE

Then peel it off, put your name on it & stick it beside your name badge.



Cognitive **Re-framing**

...a way of viewing and experiencing events, ideas, concepts and emotions to find more **positive** alternatives.

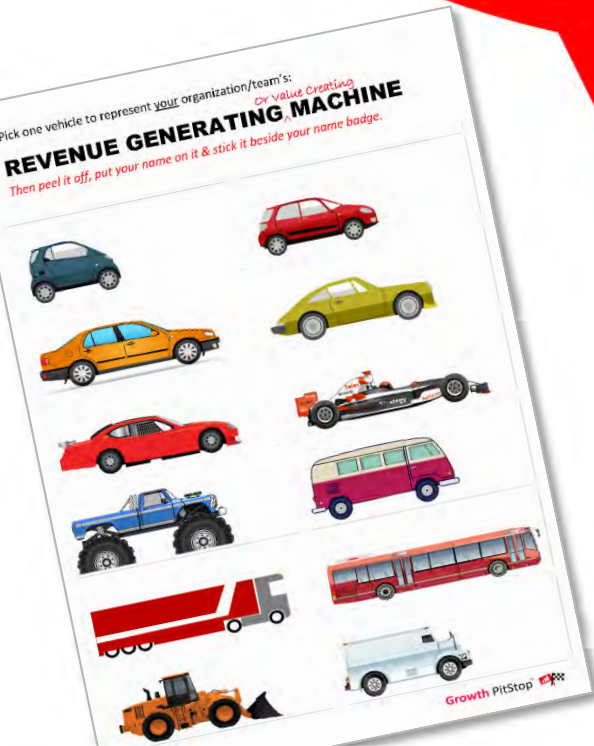


Let's re-frame the
issue of commercial
performance

3 mins to pick & share with the person to your LEFT

My Car is...

My Car is...



5

Pick one vehicle to represent your organization/team's:

Or Value Creating
REVENUE GENERATING MACHINE

Then peel it off, put your name on it & stick it beside your name badge.



2 Questions to Consider

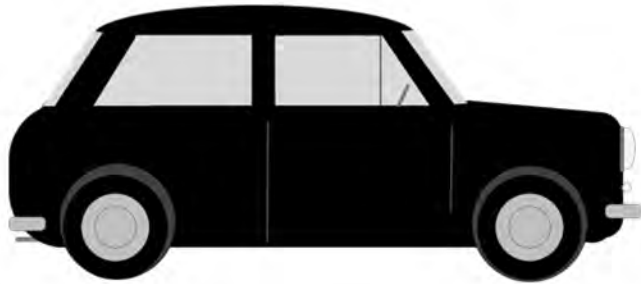
1 Got the
Revenue Generation
Machine you need?

2 How can you
make it *Go Faster?*

What about your driver?



**Schumacher
in a Mini?**



or



**A Learner Driver
in a Ferrari?**



Where on the 'Schumacher Scale' are you / your drivers?



What about the track you're on?

A metaphor for
the routine sale:



A metaphor for
the complex sale:



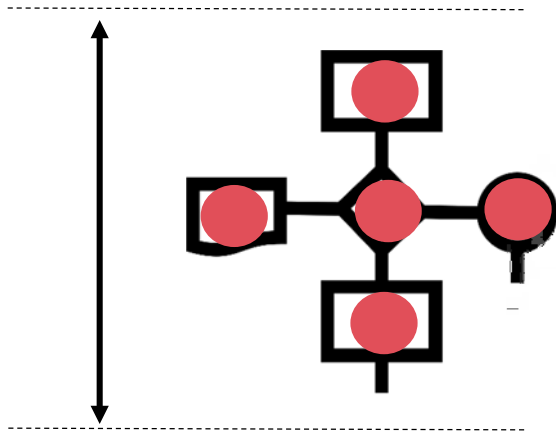
How challenging or complex/demanding is your commercialization task?

0 1 2 3 4 5 6 7 9 10

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revenue
Track

= ^{race}
Track

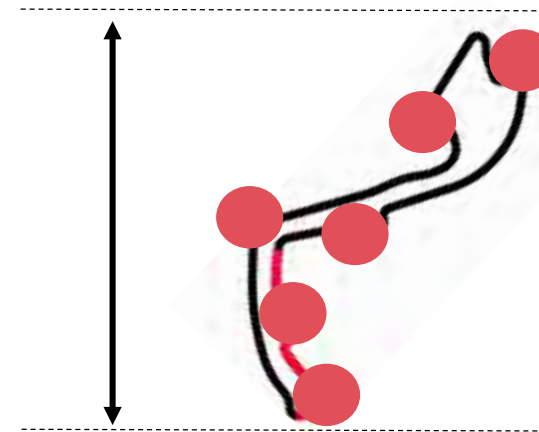


Length: 50+? Days

(to close a single sale (from lead to order))

KSF: 16 steps

(for winning the sale)



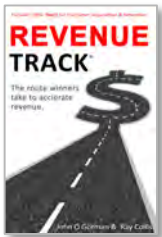
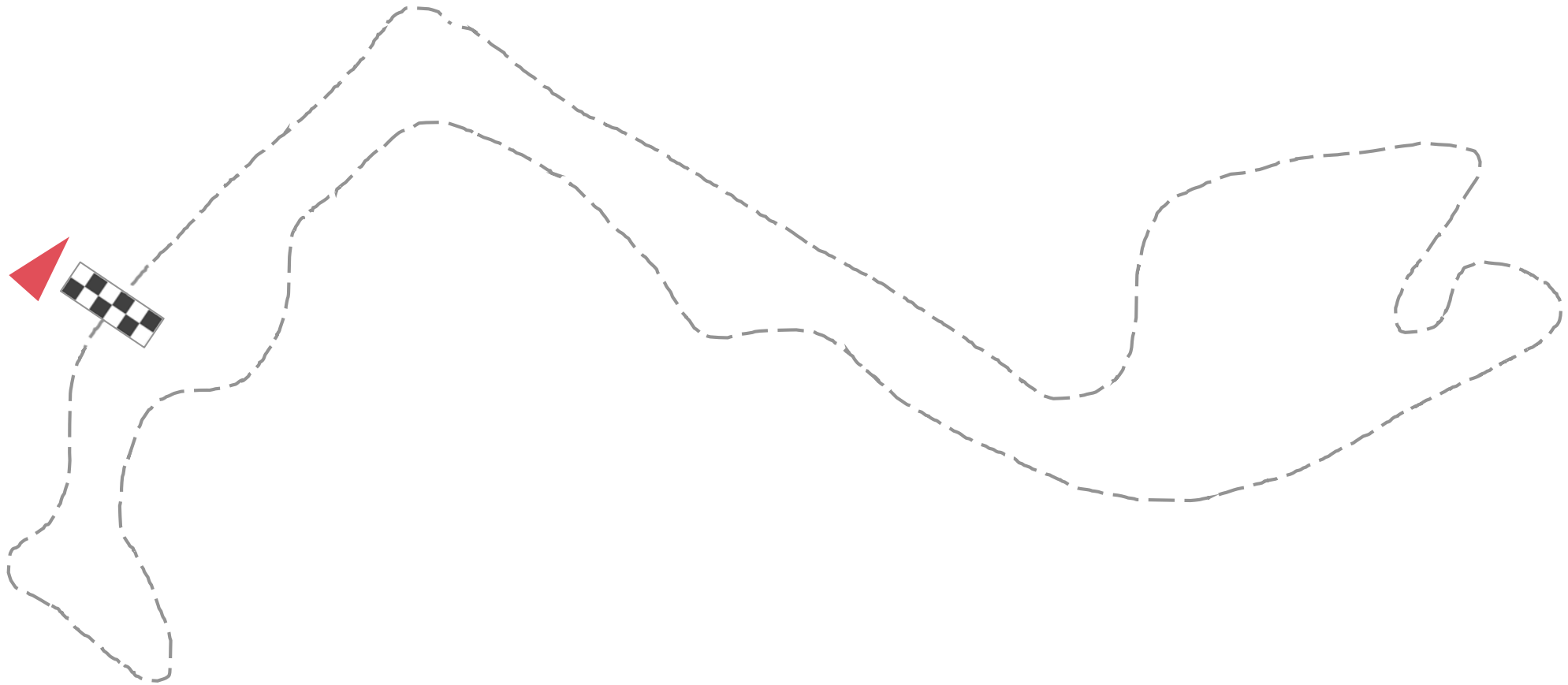
Length: 3.3km

(start to finish)

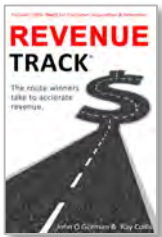
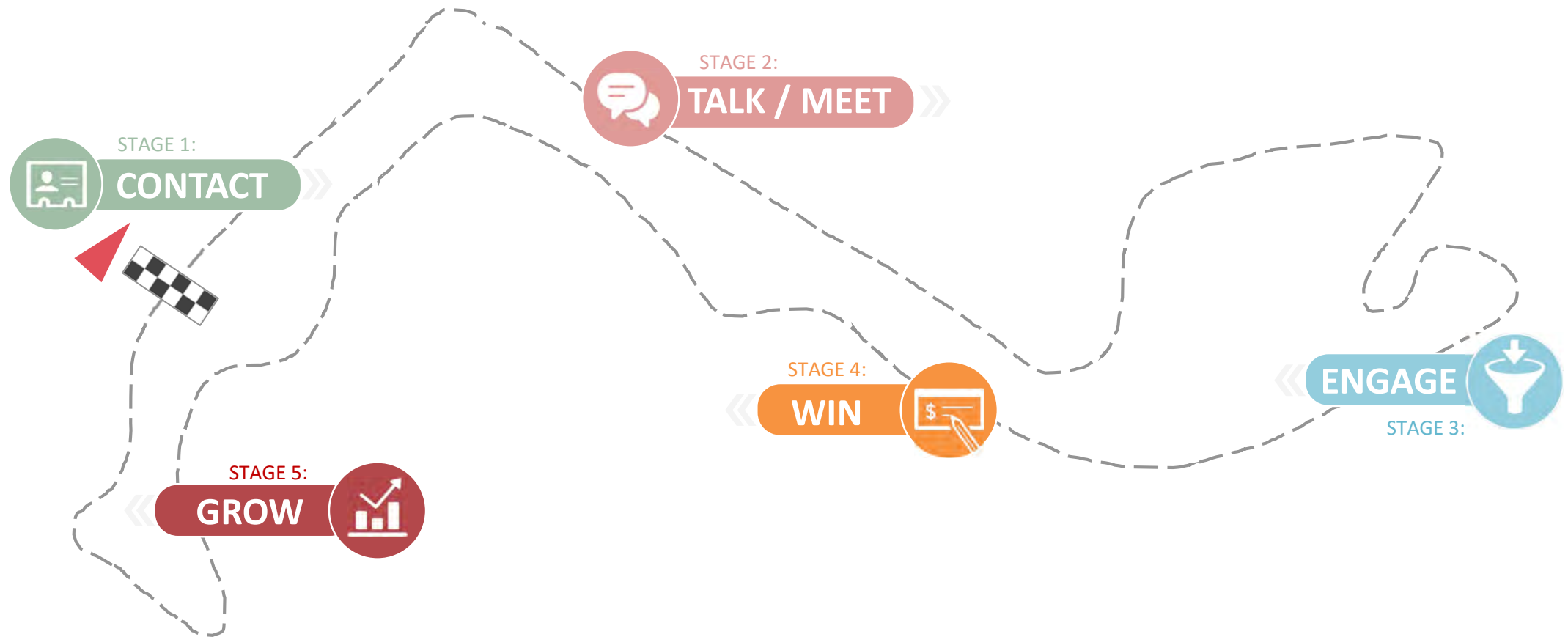
KSF: 19 corners

(for acceleration or breaking)

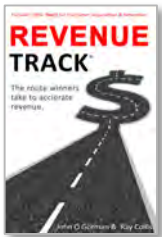
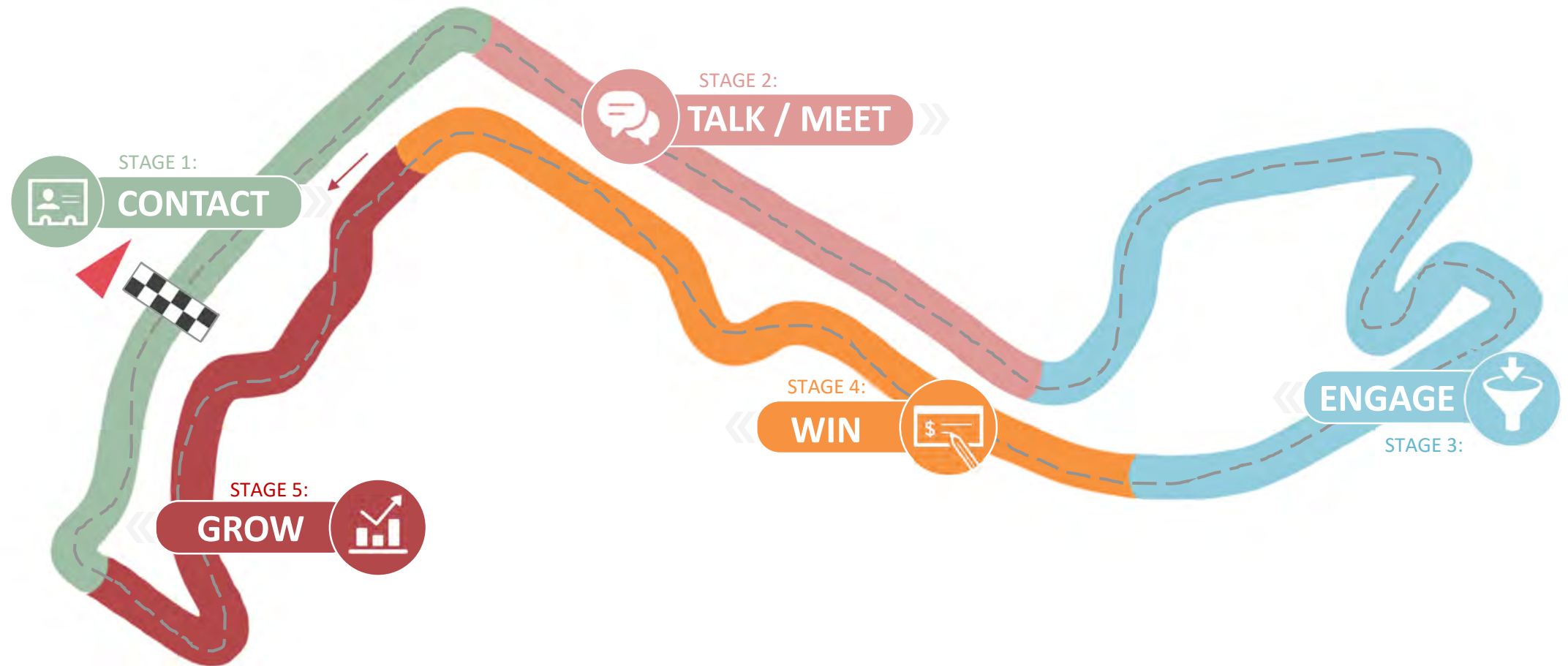
What is your revenue track?



What is your revenue track?



What is your revenue track?

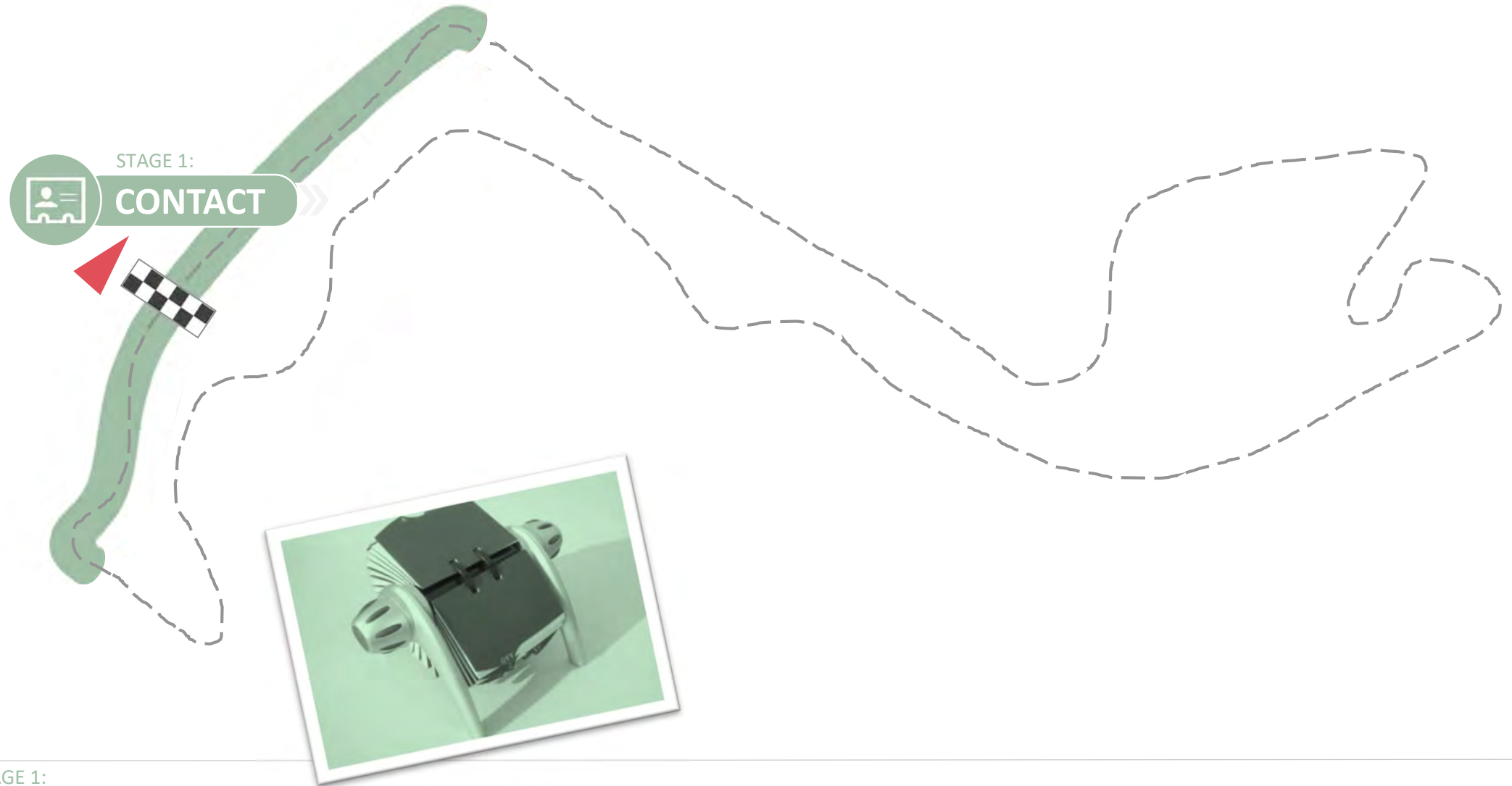


Level of
Detail:



Stages

Steps



STAGE 1:



CONTACT



STAGE 1:



CONTACT



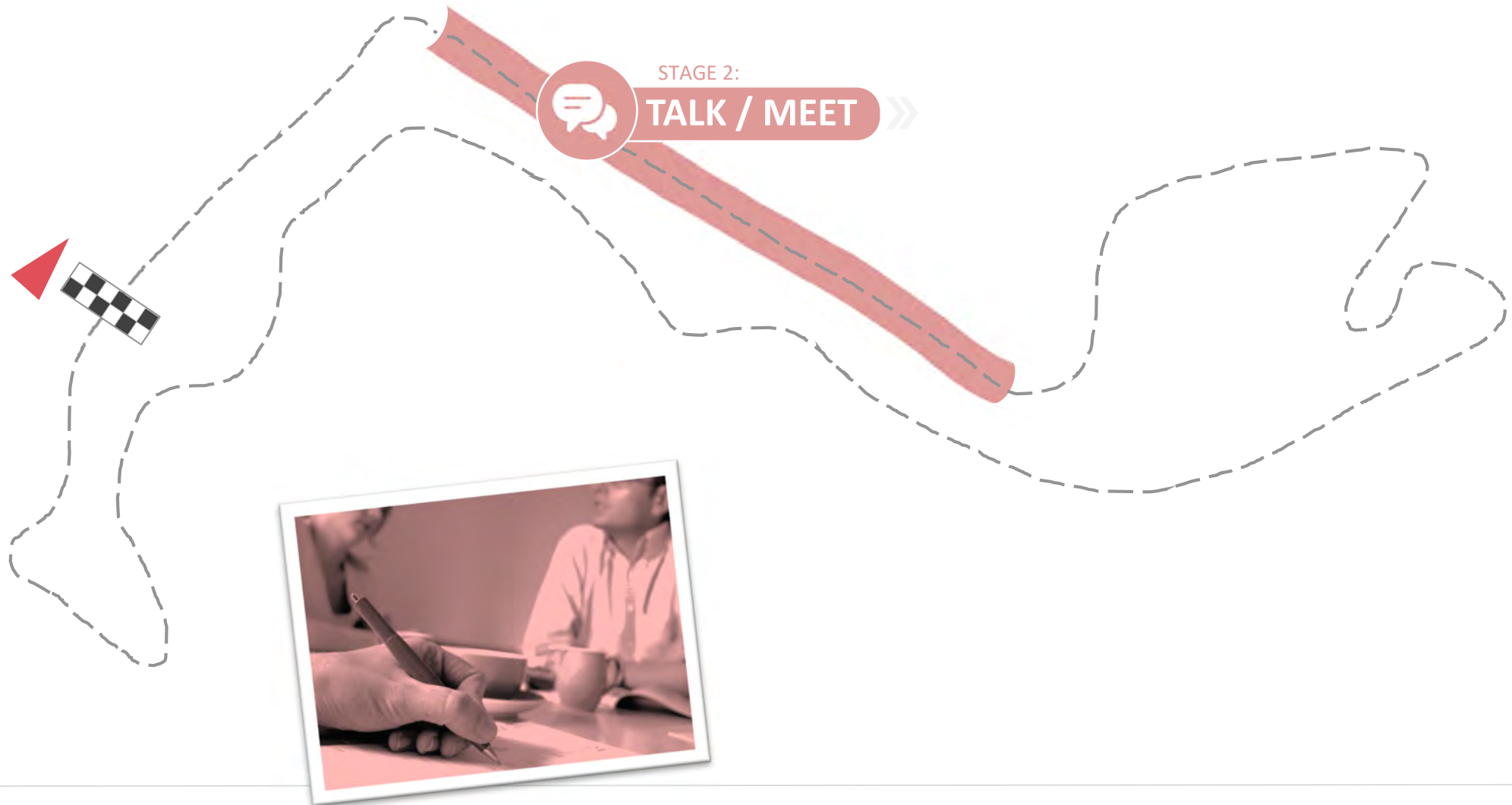
‘...how potential customers are identified, enquiries generated & converted’.

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Level of
Detail:

Stages

Steps



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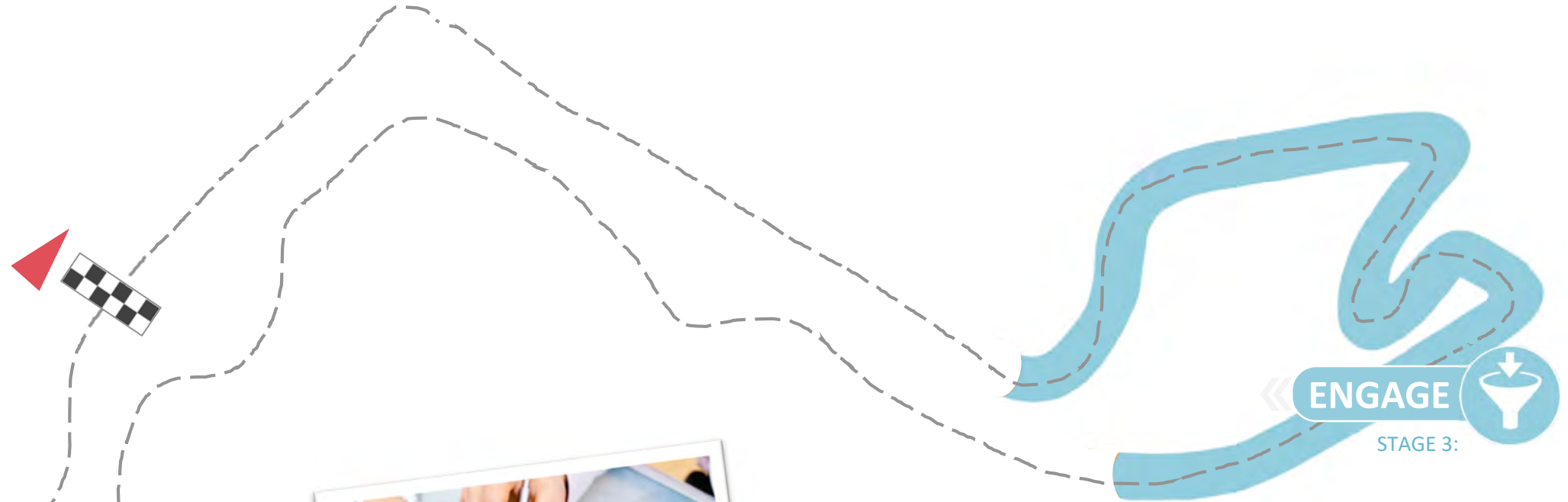
‘the initial conversation with the potential customer*’.

*Face-to-face, by phone or online.

Level of
Detail:

Stages

Steps



‘...engaging with prospects to match their needs with the seller’s solutions’.

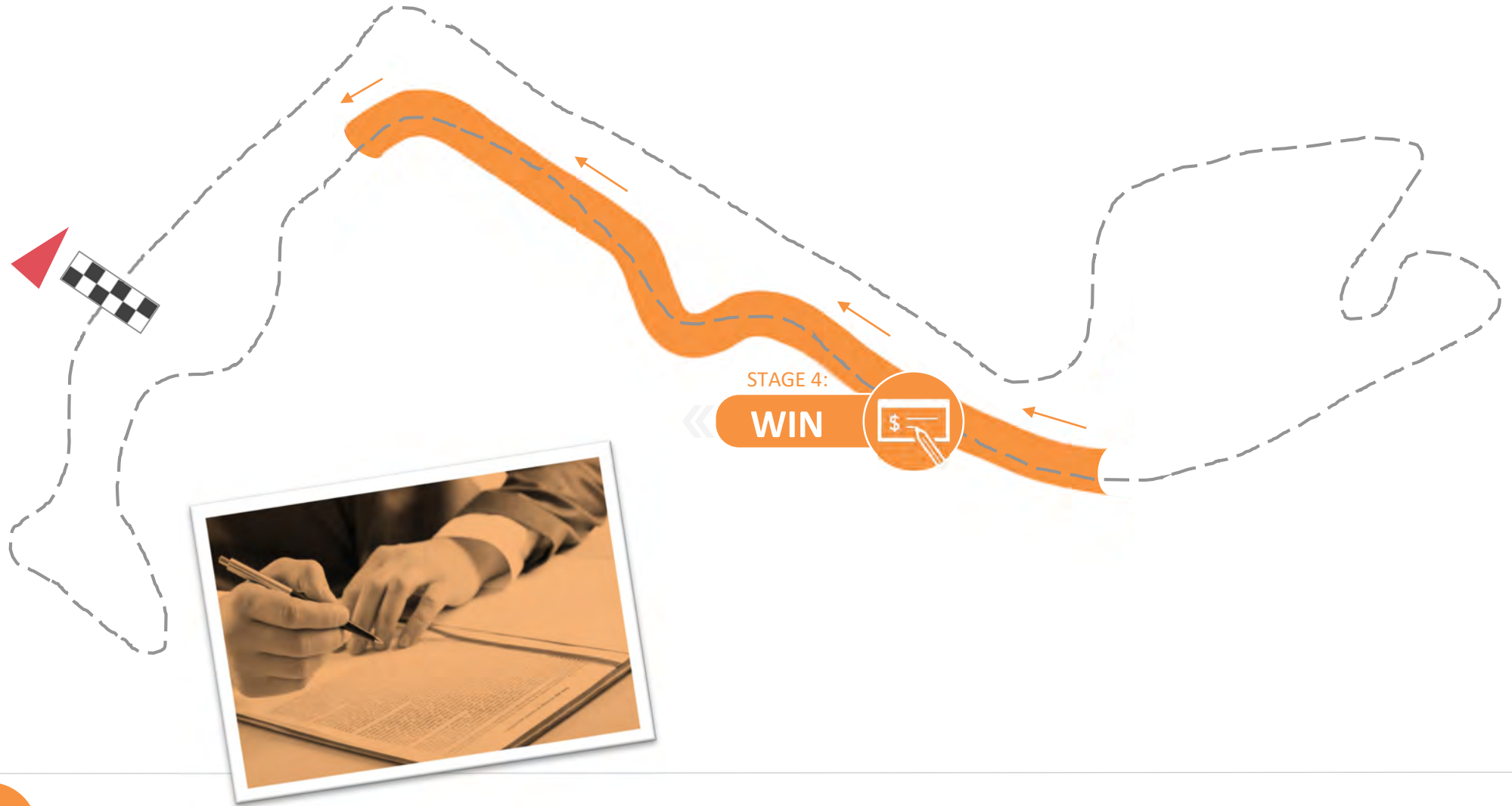
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Level of
Detail:



Stages

Steps



STAGE 4:

WIN



STAGE 4:

WIN



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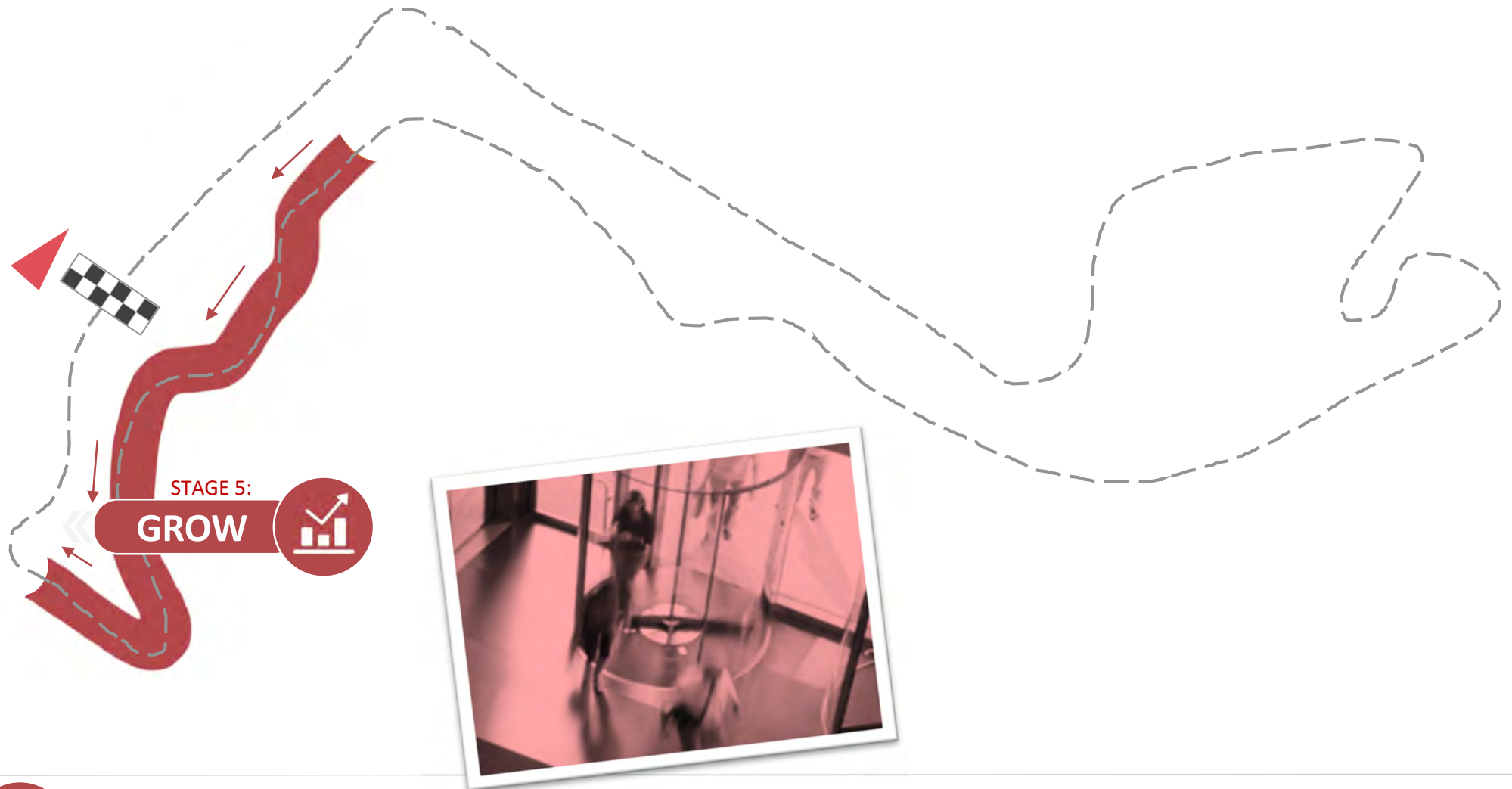
...winning the order, incl. proposal, negotiation & closing.'

Level of
Detail:



Stages

Steps



STAGE 5:

GROW



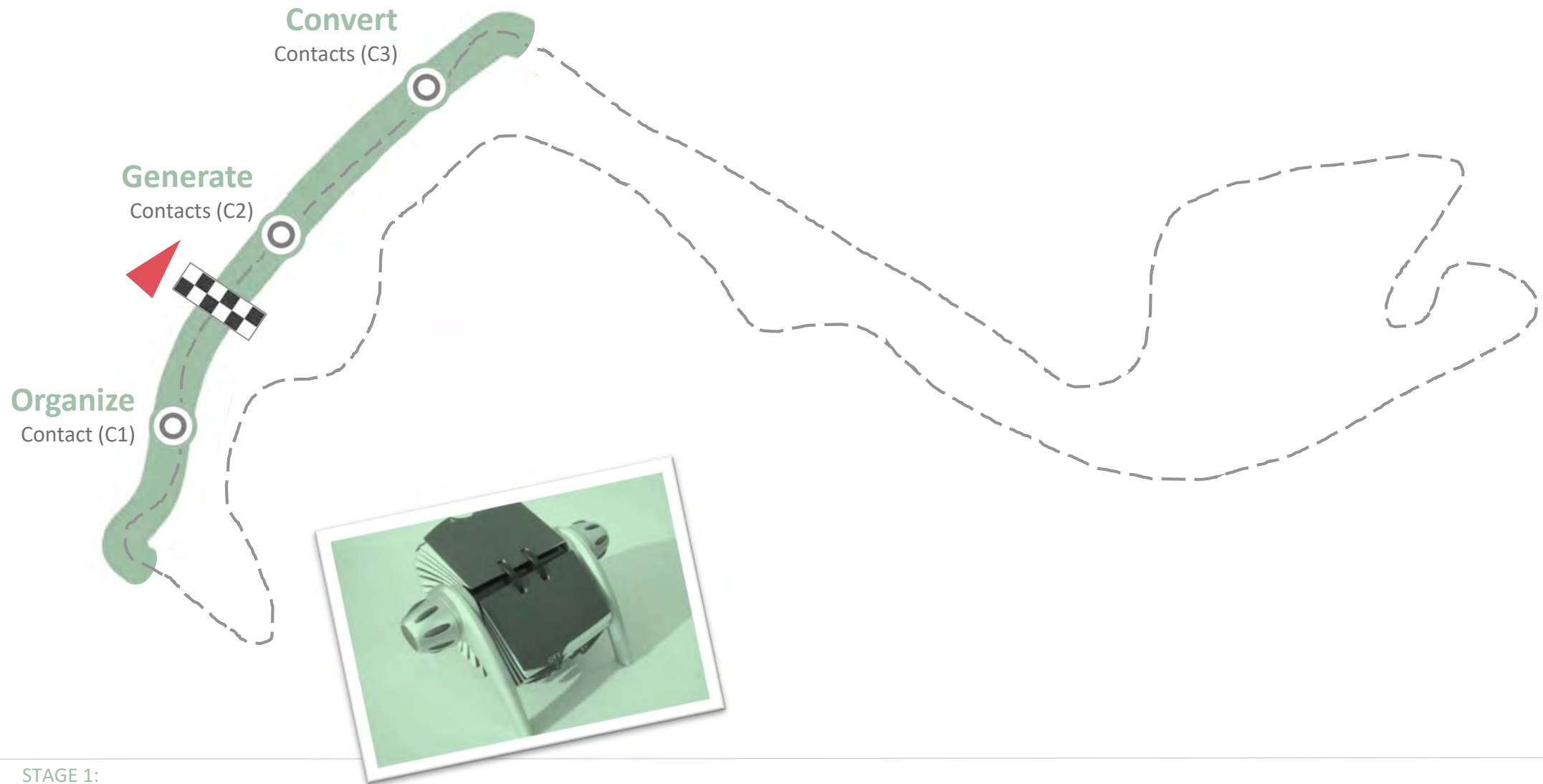
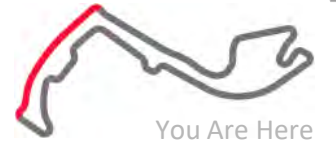
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‘...generating sales to existing & past customers, as well as from referrals.’

Level of
Detail:

Stages

Steps

KSFs



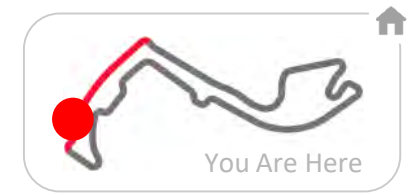
STAGE 1:



CONTACT »

‘...how potential customers are identified, enquiries generated & converted’.

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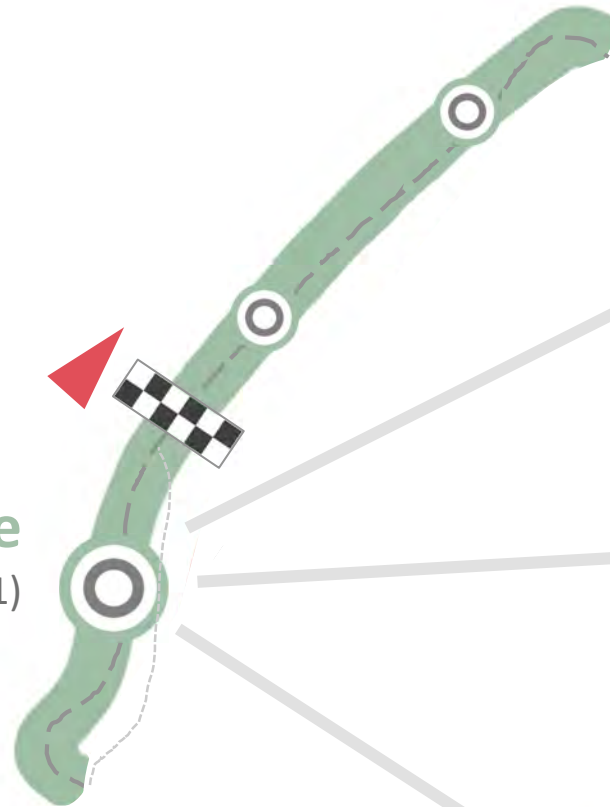
Level of
Detail:

Stages

Steps

KSFs

Organize Contact (C1)



C1.3 Message & Materials

One of the most effective ways to boost prospecting success is to tailor and sharpen your sales message and materials.



C1.2 Target Lists & Profiles

The quality of leads and contacts generated depends on targeting the right customers and using an accurate list, or database.



C1.1 Plan, Target & Budget

Without a plan, target & budget, prospecting and lead generation will inevitably under-perform.

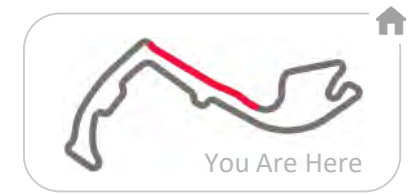
STAGE 1:

C1 CONTACT

Organize

‘...the essential ground work for effective prospecting or lead generation’.

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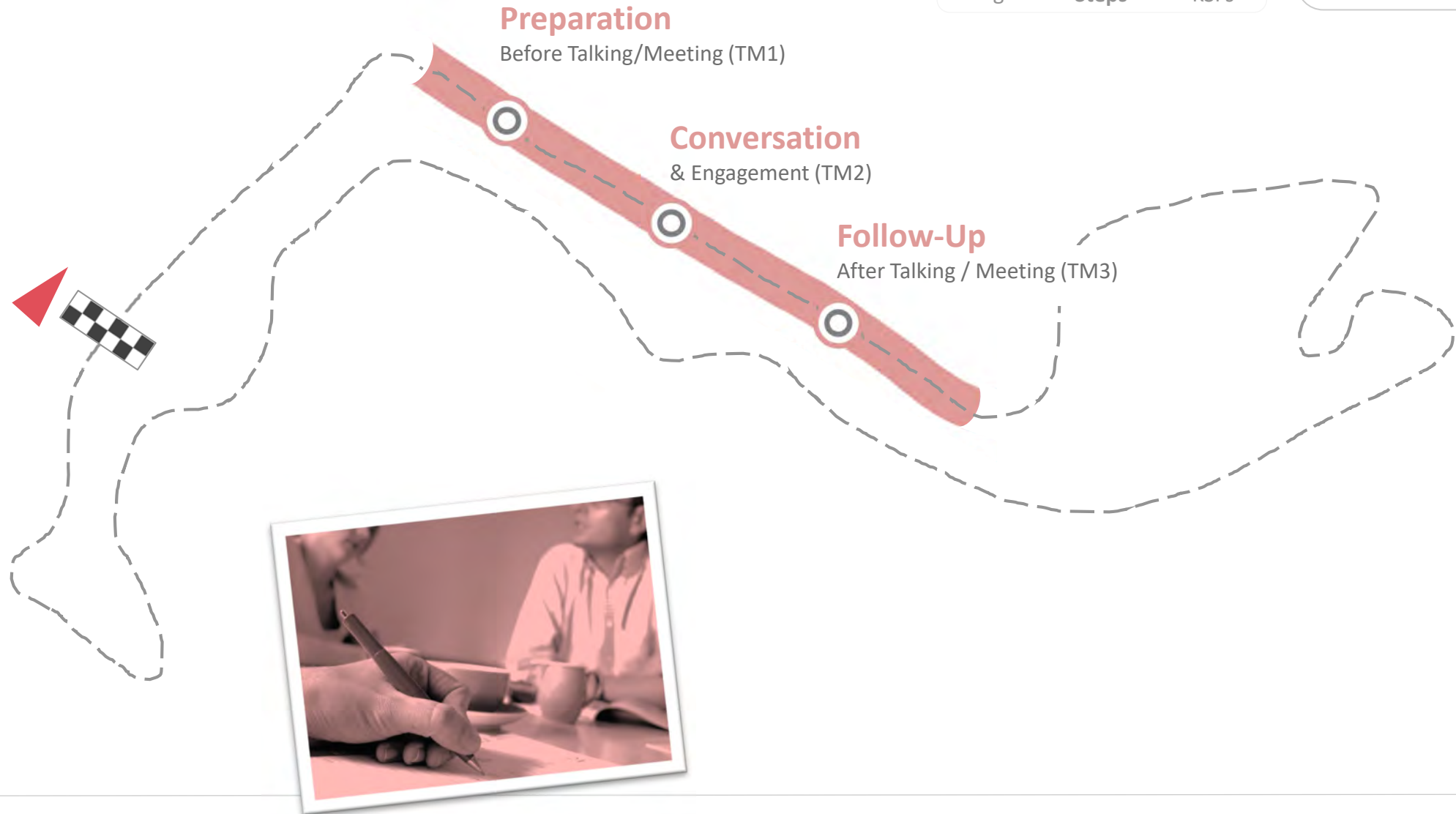


Level of
Detail:

Stages

Steps

KSFs



Level of
Detail:

Stages

Steps

KSFs



« ENGAGE »

STAGE 3:



‘...engaging with prospects to match their needs with the seller’s solutions.’

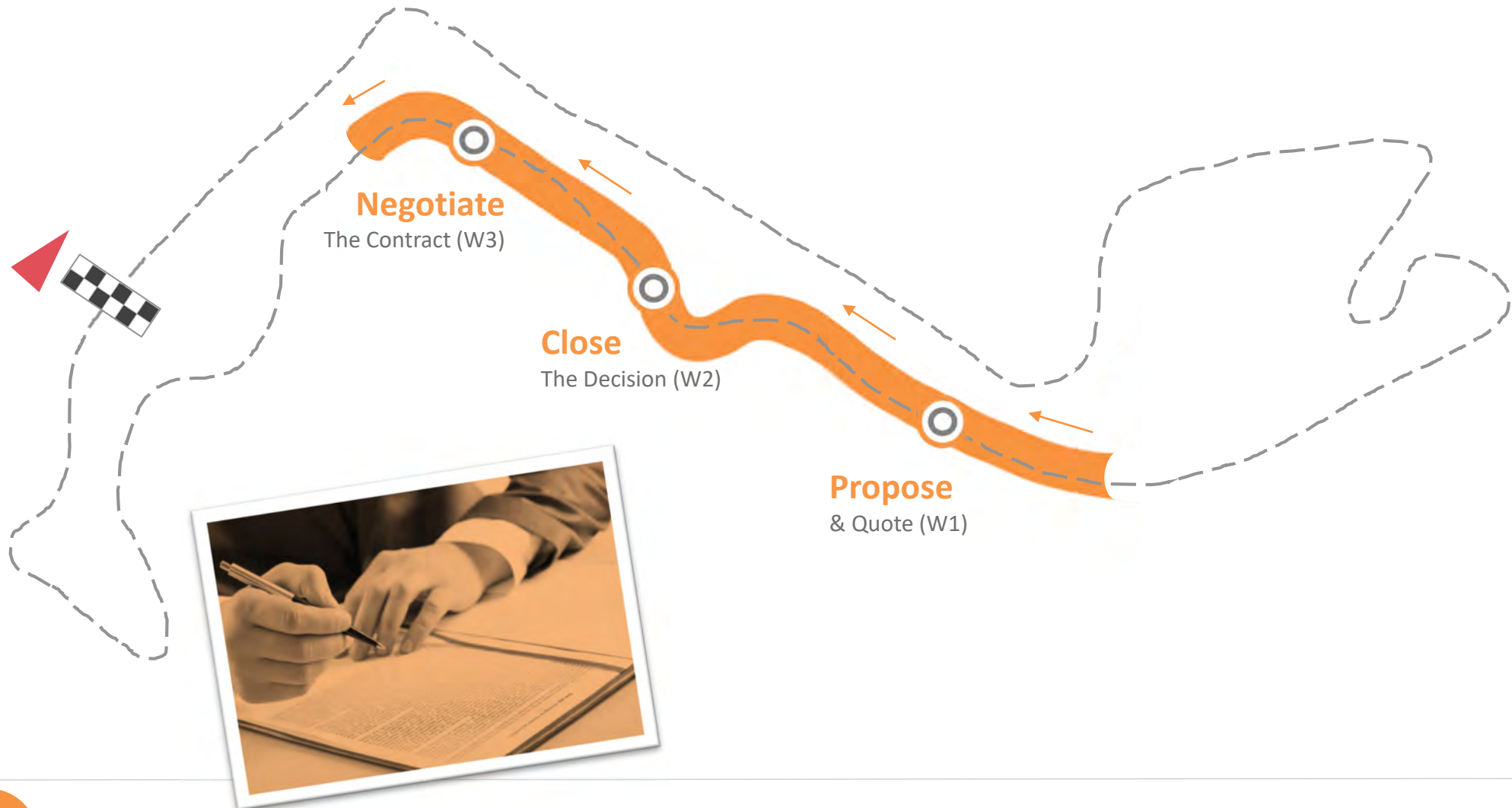
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Level of
Detail:

Stages

Steps

KSFs



STAGE 4:

WIN



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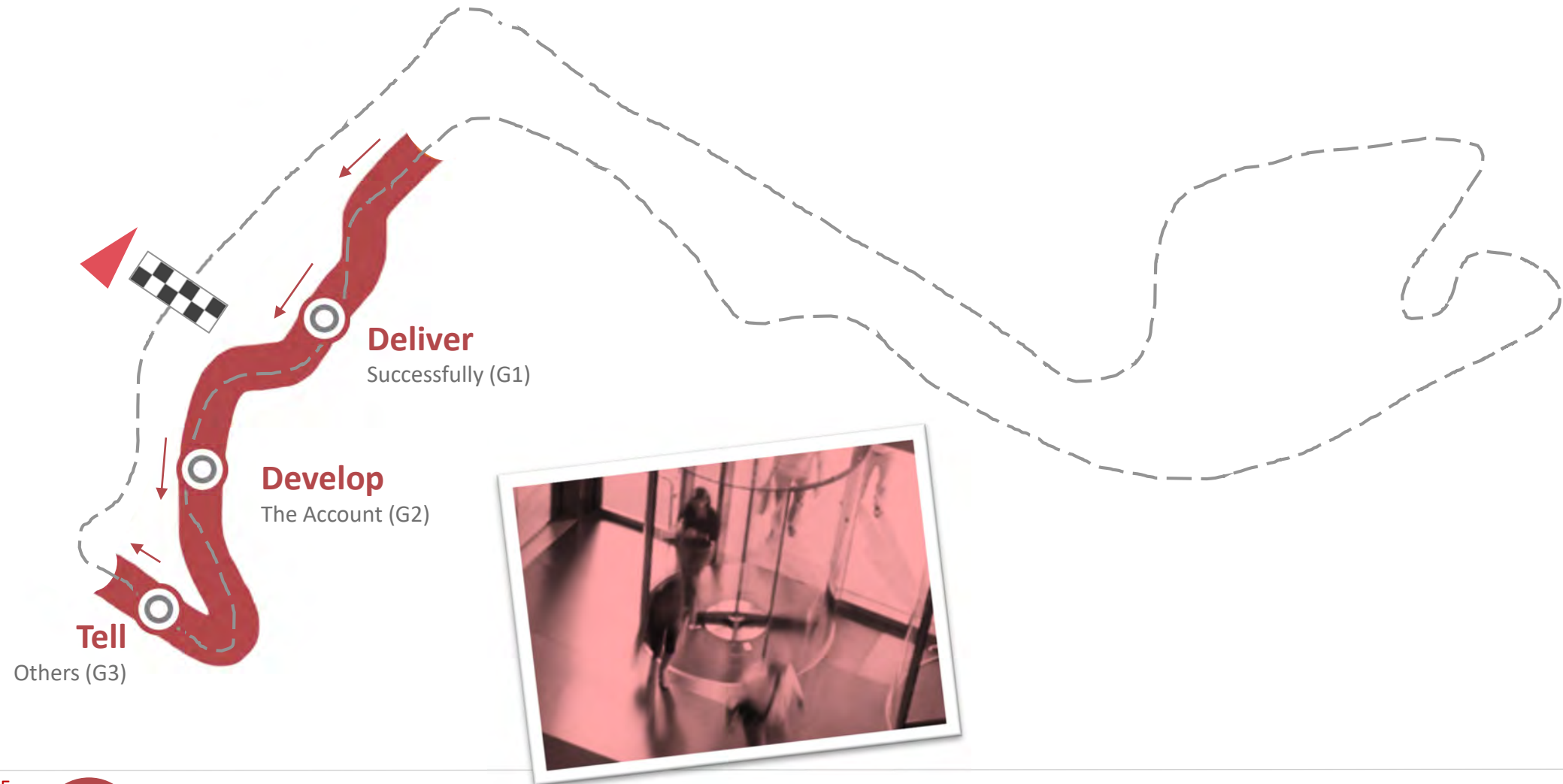
...winning the order, incl. proposal, negotiation and closing.'

Level of
Detail:

Stages

Steps

KSFs



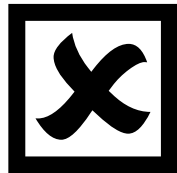
STAGE 5:

GROW

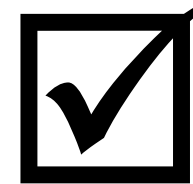
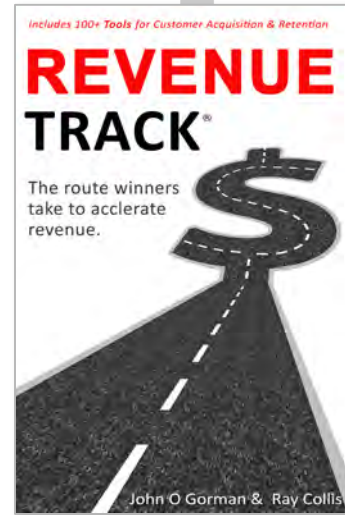


‘...generating sales to existing and past customers, as well as from referrals.’

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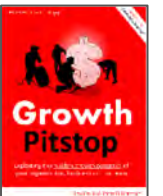
Rigid
(No Variation)



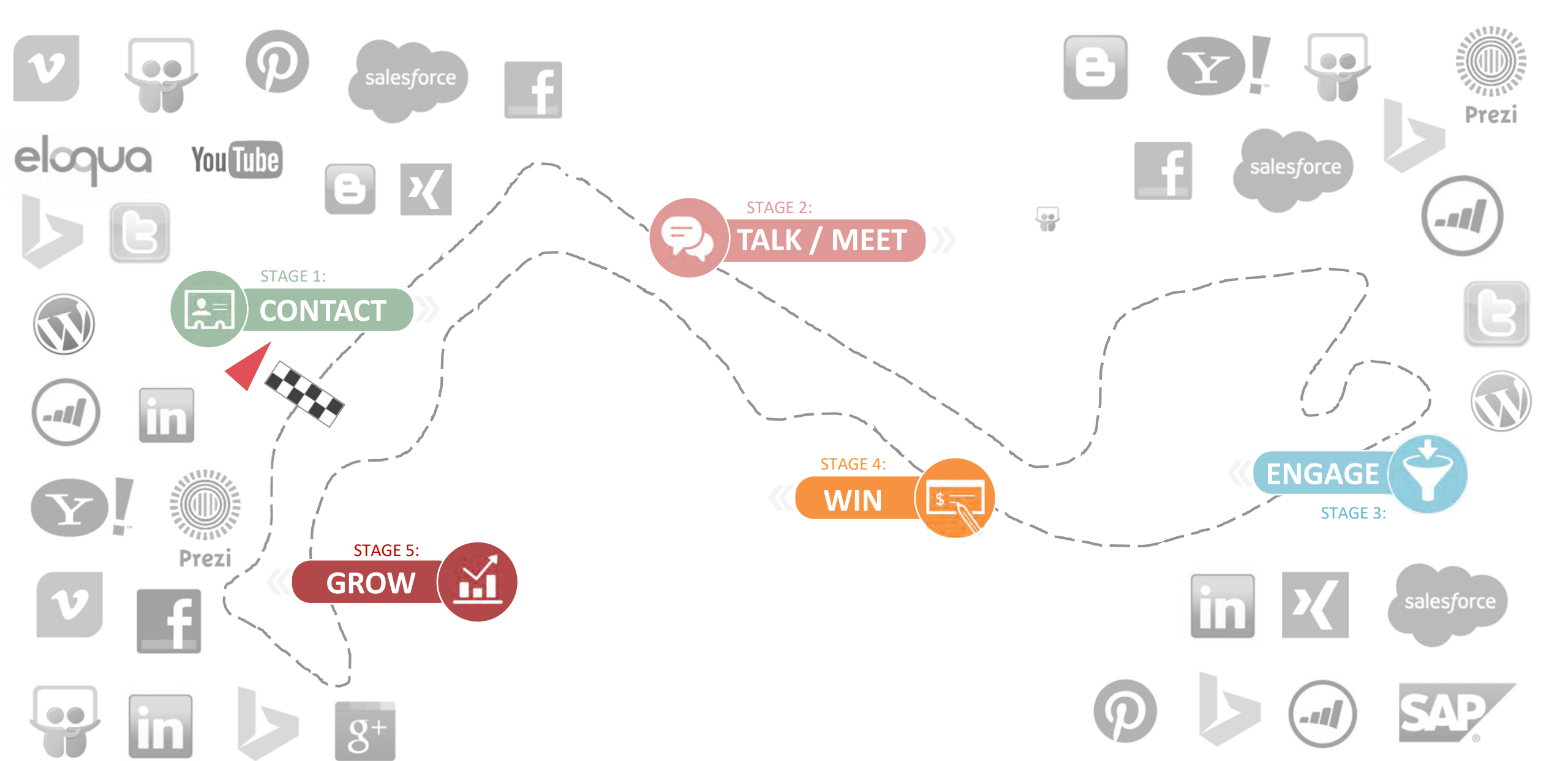
Flexible
(Intelligent Adaption)

‘Revenue Performance Management’

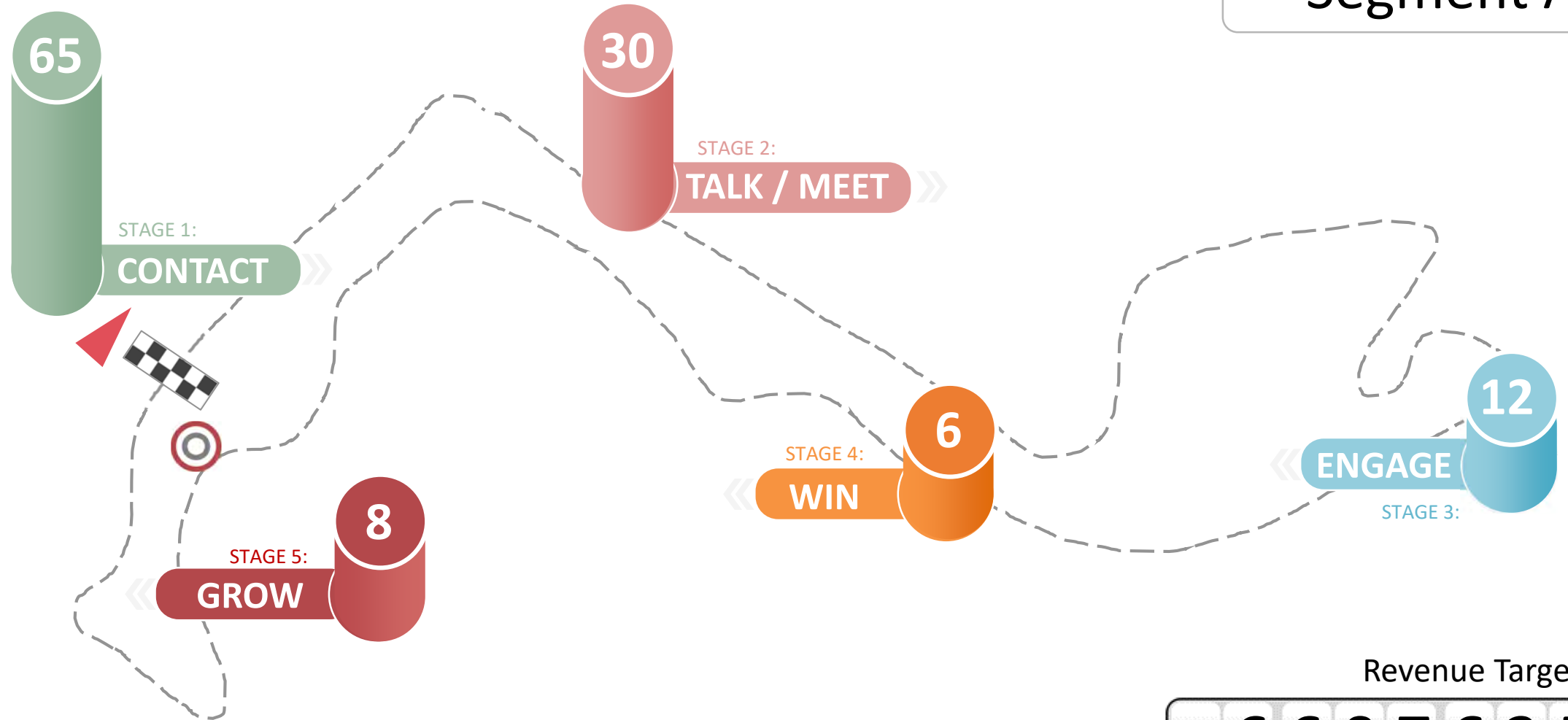
‘the objective is to better track, measure and optimize the relationship between what goes on in customer facing functions (sales, marketing and service) and the revenue of the corporation’.





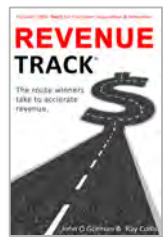


Segment A

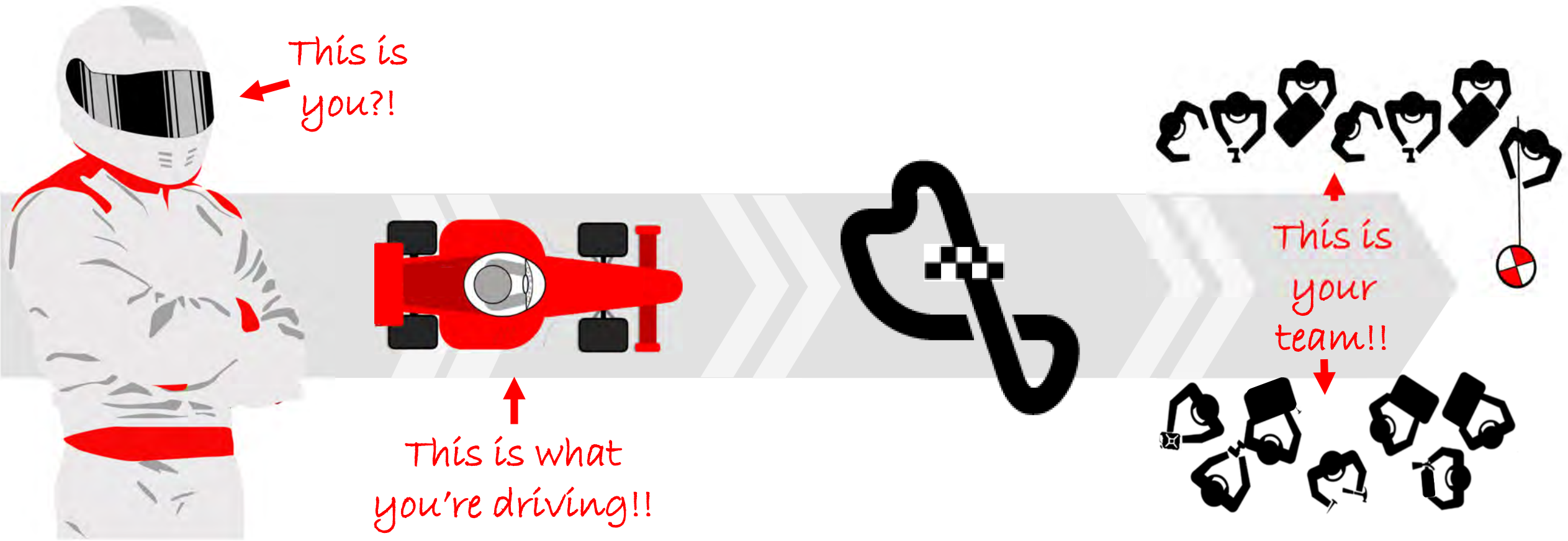


Revenue Target:

6 6 0 7 6 3 5



How will you accelerate growth?



1 Driver
Leader
or Manager

2 Machine
Driving Sales & Mkt'ing
Strategies & Initiatives

3 Track
Where and how
you win.

4 Team
Team – people whose
help is required to win.

How will you accelerate growth?



1 Driver
Leader
or Manager

2 Machine
Driving Sales & Mkt'ing
Strategies & Initiatives

3 Track
Where and how
you win.

4 Team
Team – people whose
help is required to win.

What happens **when your people come together** to discuss commercialization, revenue or growth?



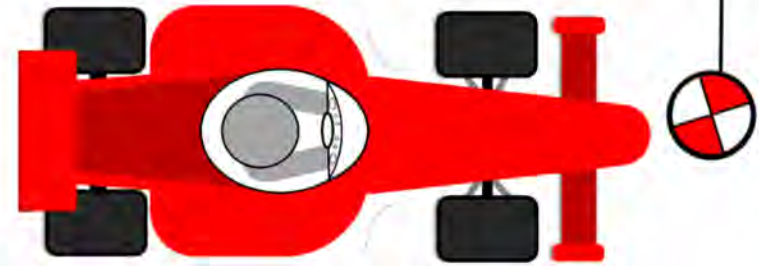
A Tale of 2 Commercial Teams

The characteristics of high performing versus struggling teams.



Revenue Generating Machine

High Performance



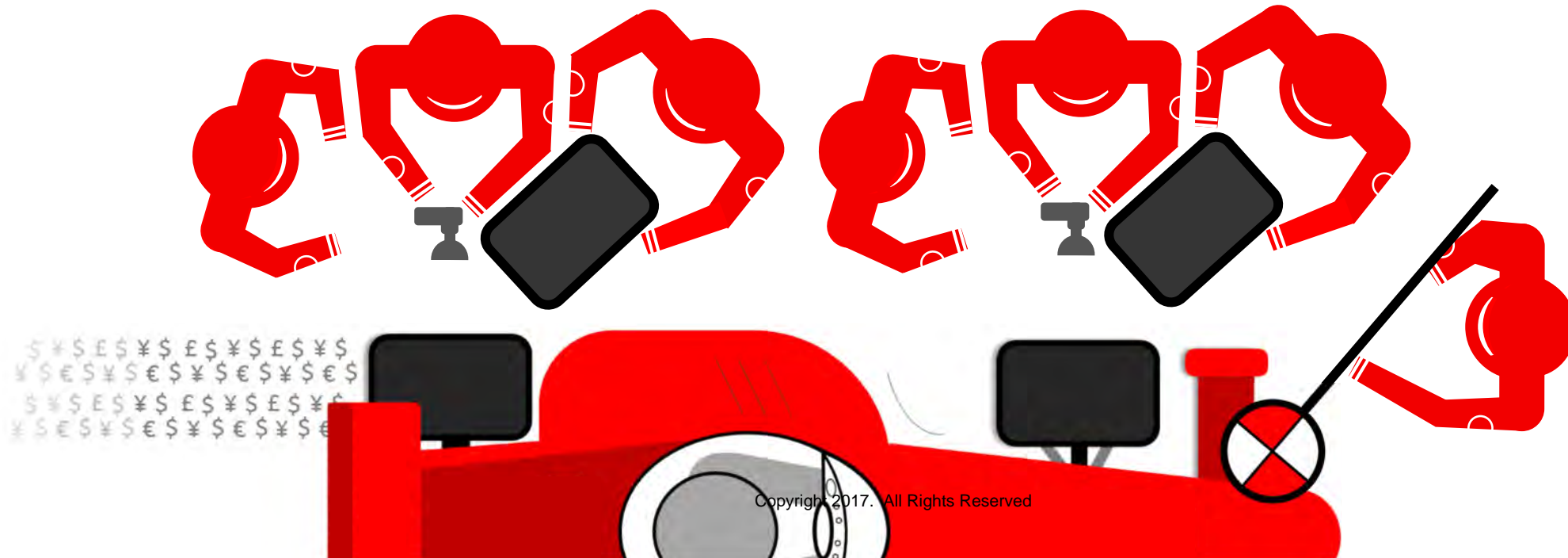
Struggling Team



High Performing Commercial Team



How does your commercial team's set-up & structure impact on revenue growth?

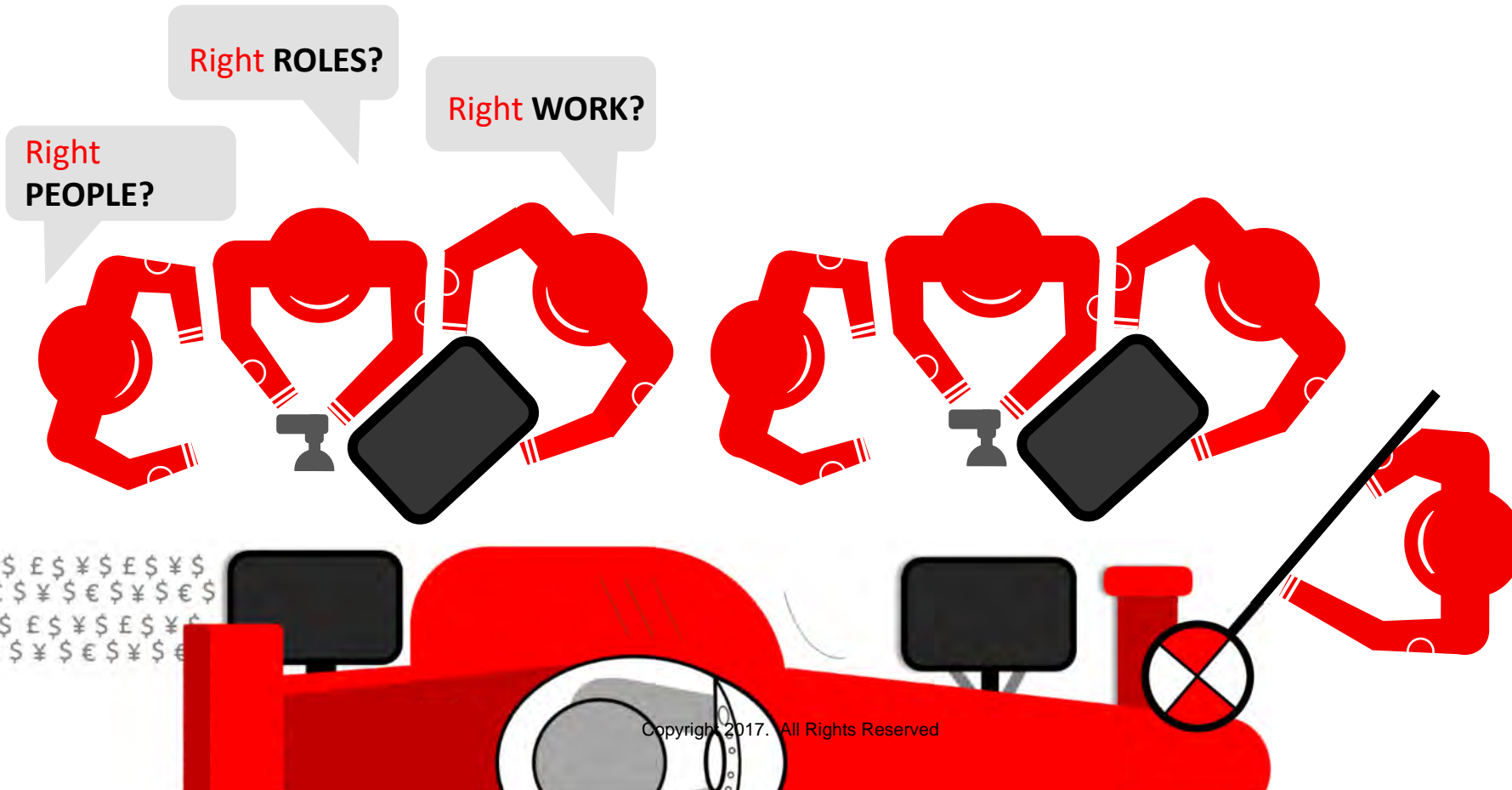


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High Performing Commercial Team



How does your commercial team's set-up & structure impact on revenue growth?



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High Performing Commercial Team

How does your commercial team's set-up & structure impact on revenue growth?



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High Performing Commercial Team

How does your commercial team's set-up & structure impact on revenue growth?



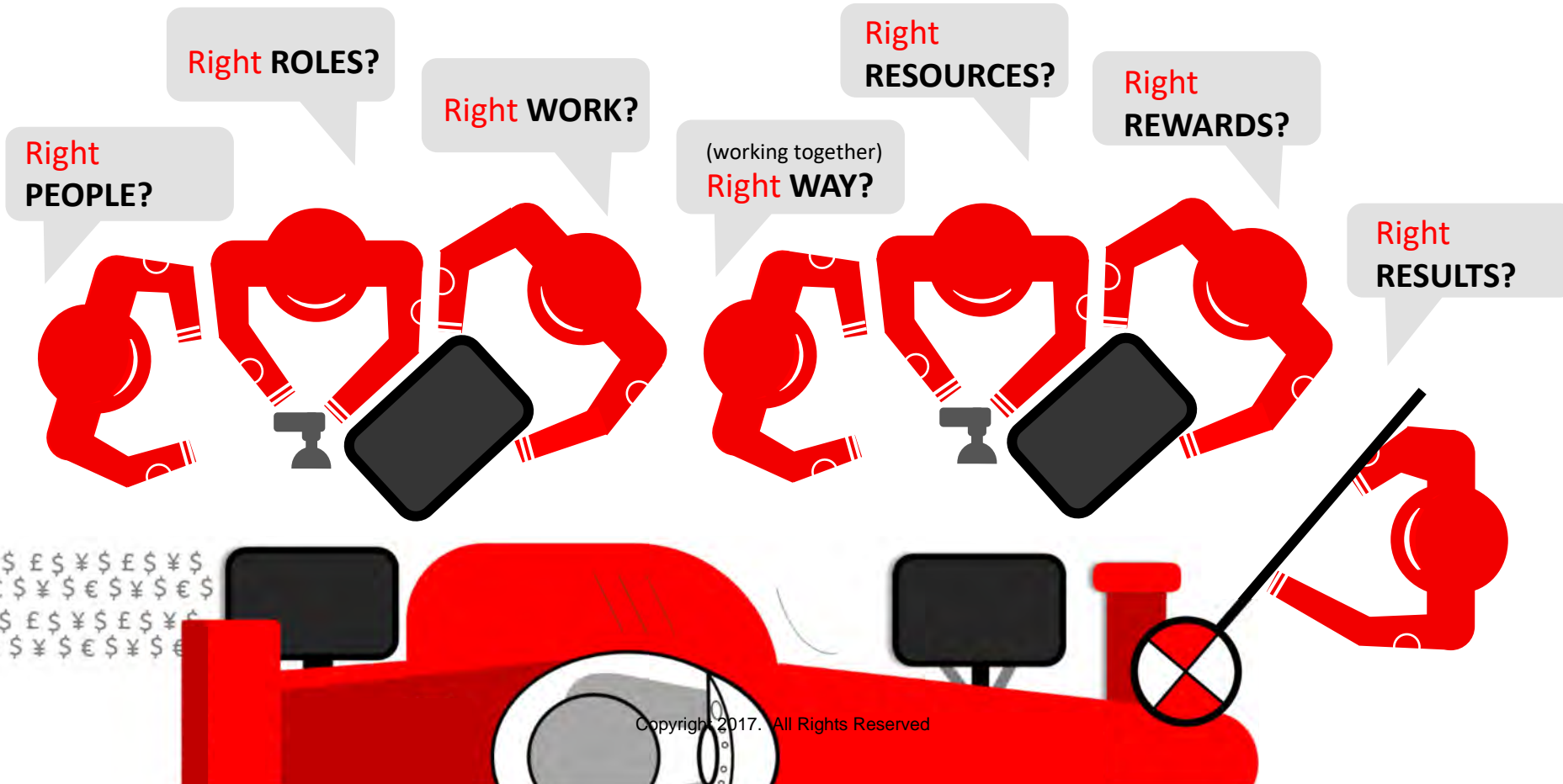
Its Great!



Big Fix Required!



Tune-up
Required!





Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

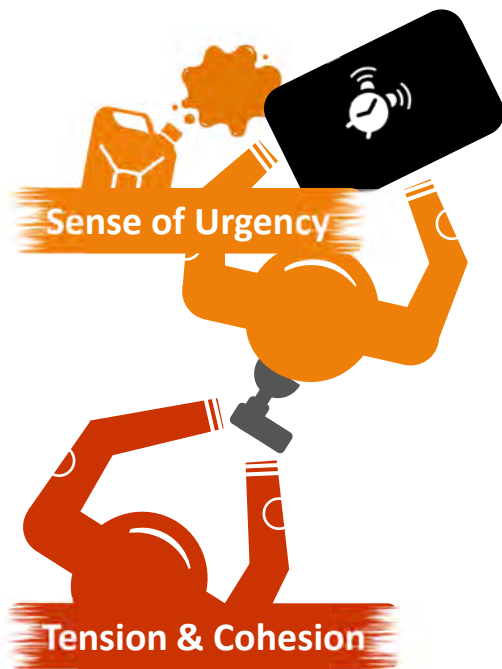
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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

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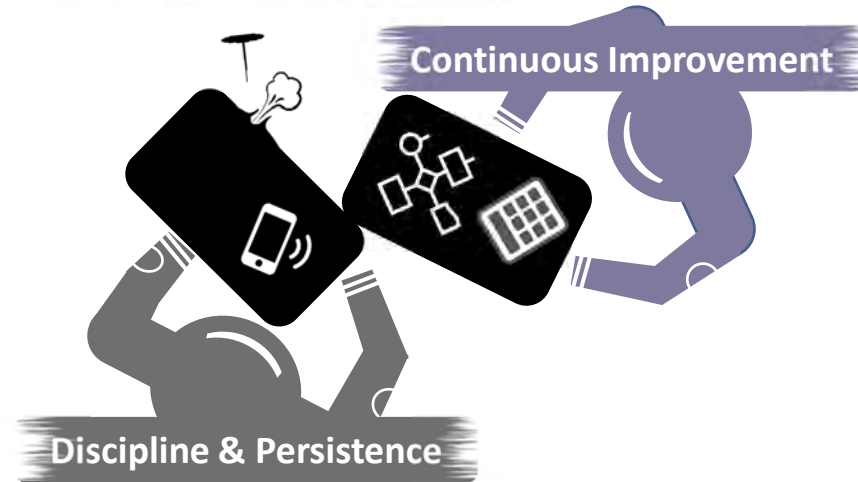


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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

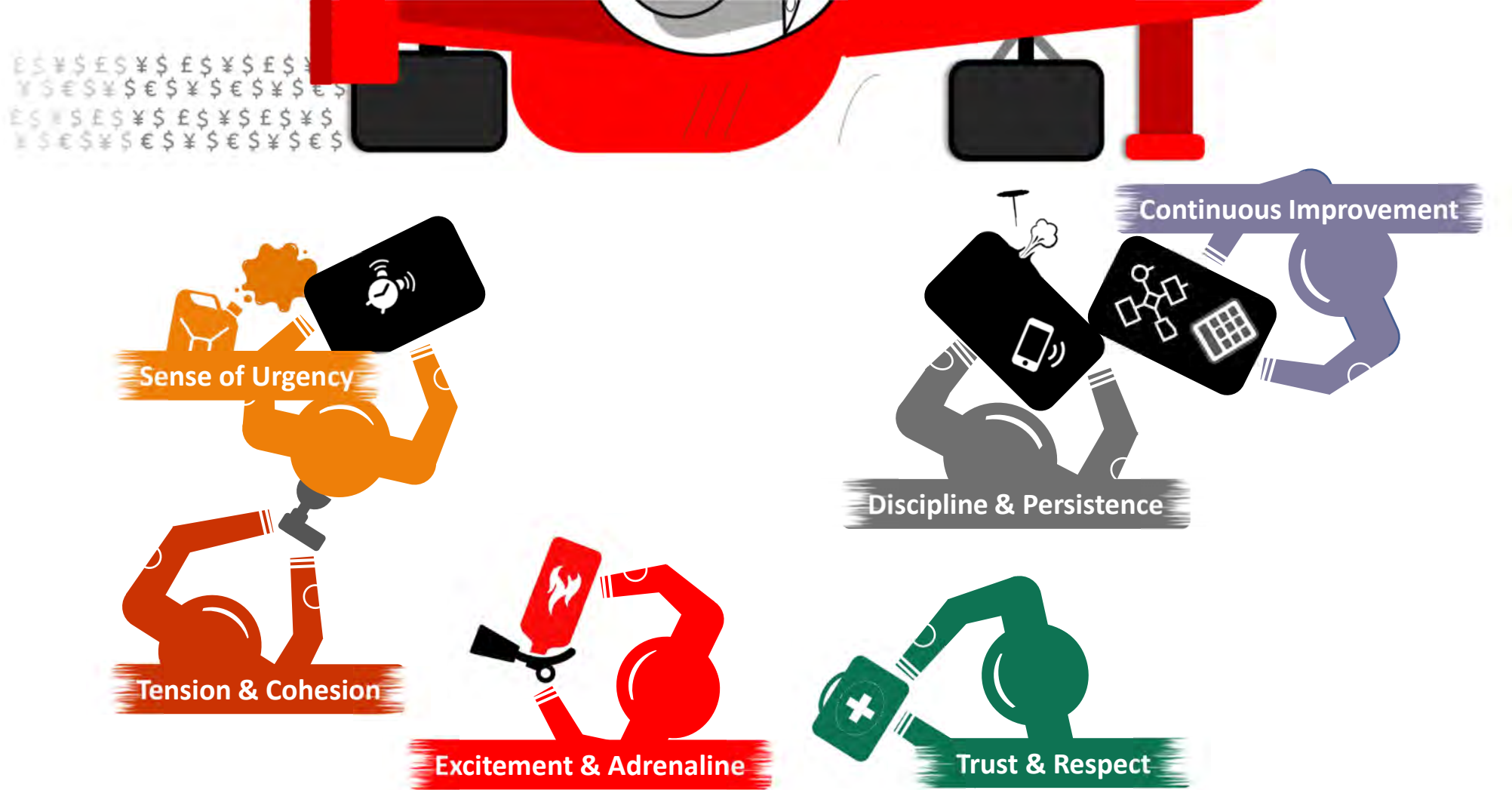
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Struggling Commercial Team

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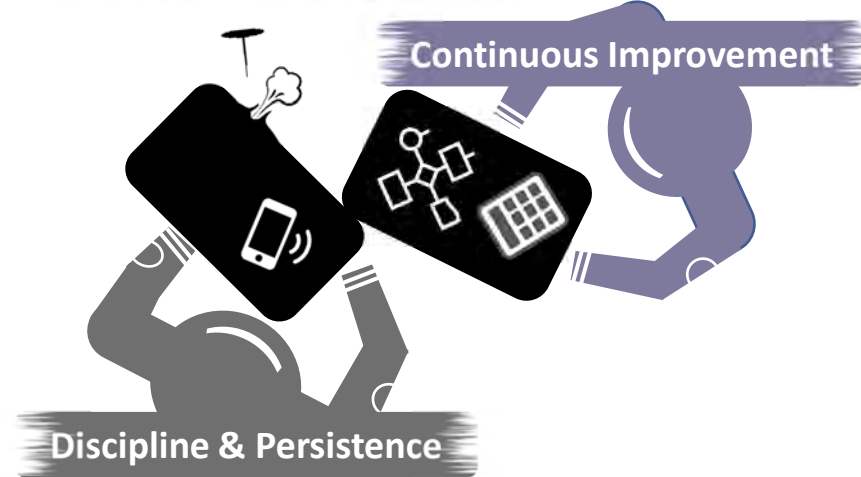


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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

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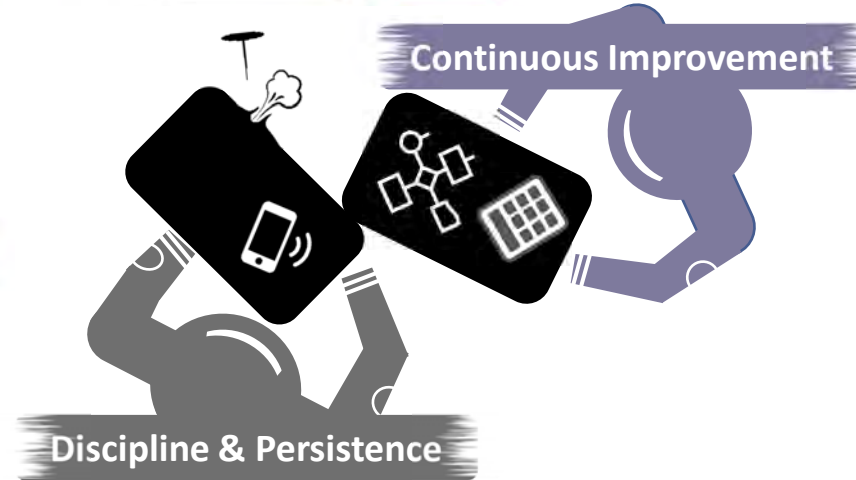


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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

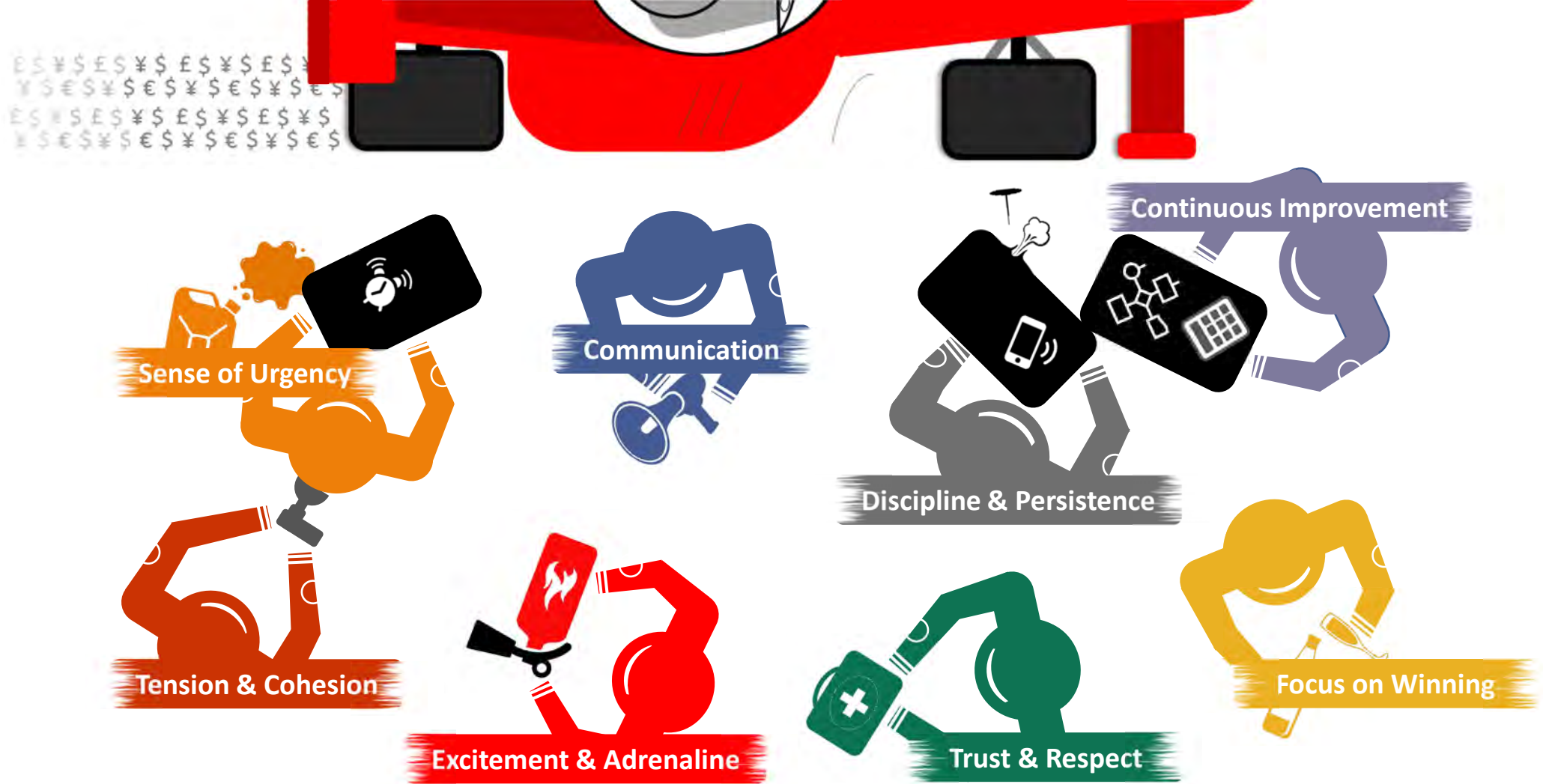
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Struggling Commercial Team

What are the dynamics / behaviors of a struggling commercial team?

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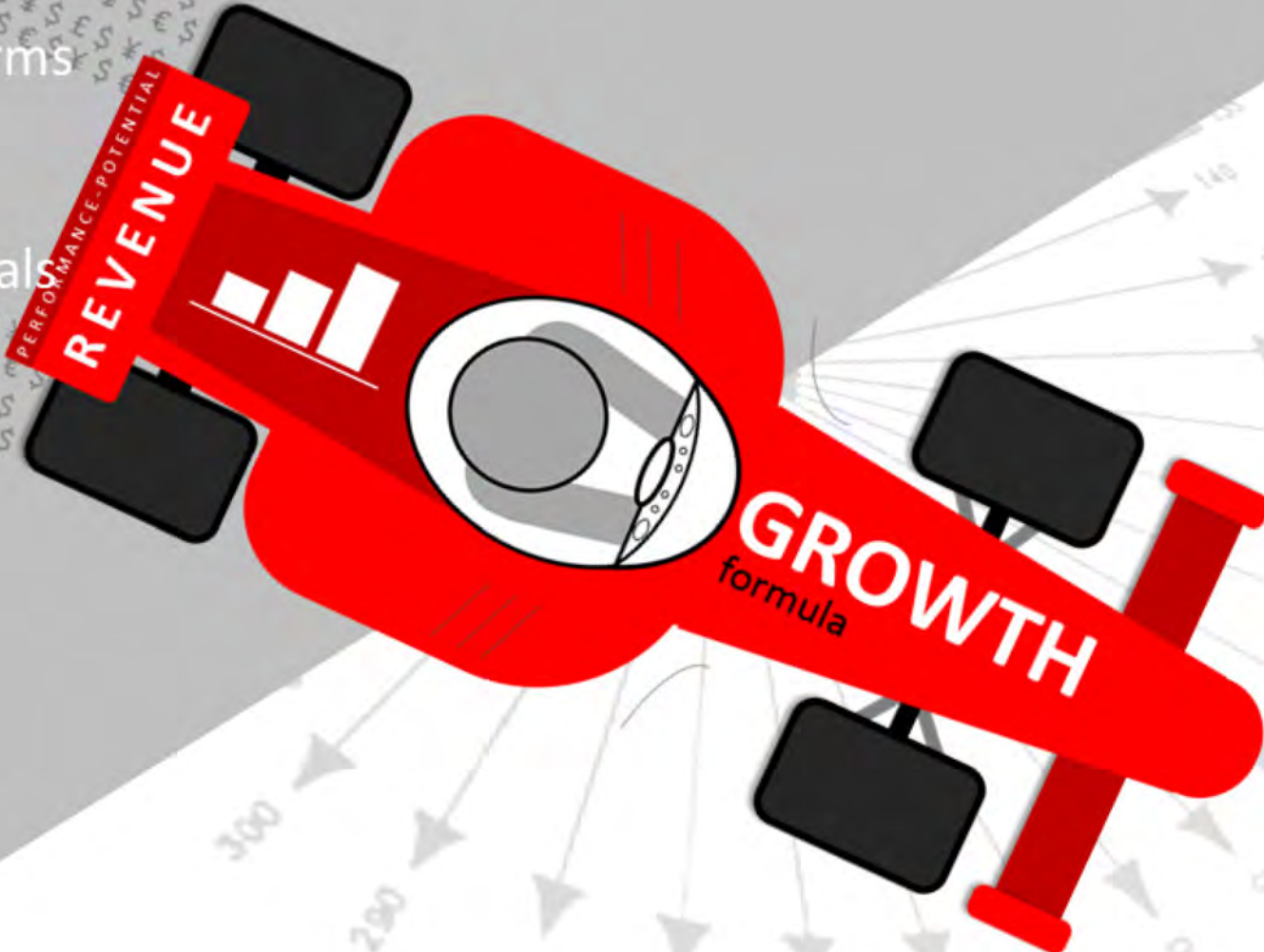
Has your Team a **Common Purpose?**



Power

The output in terms number of sales leads, meetings, quotes & proposals per month, or quarter.

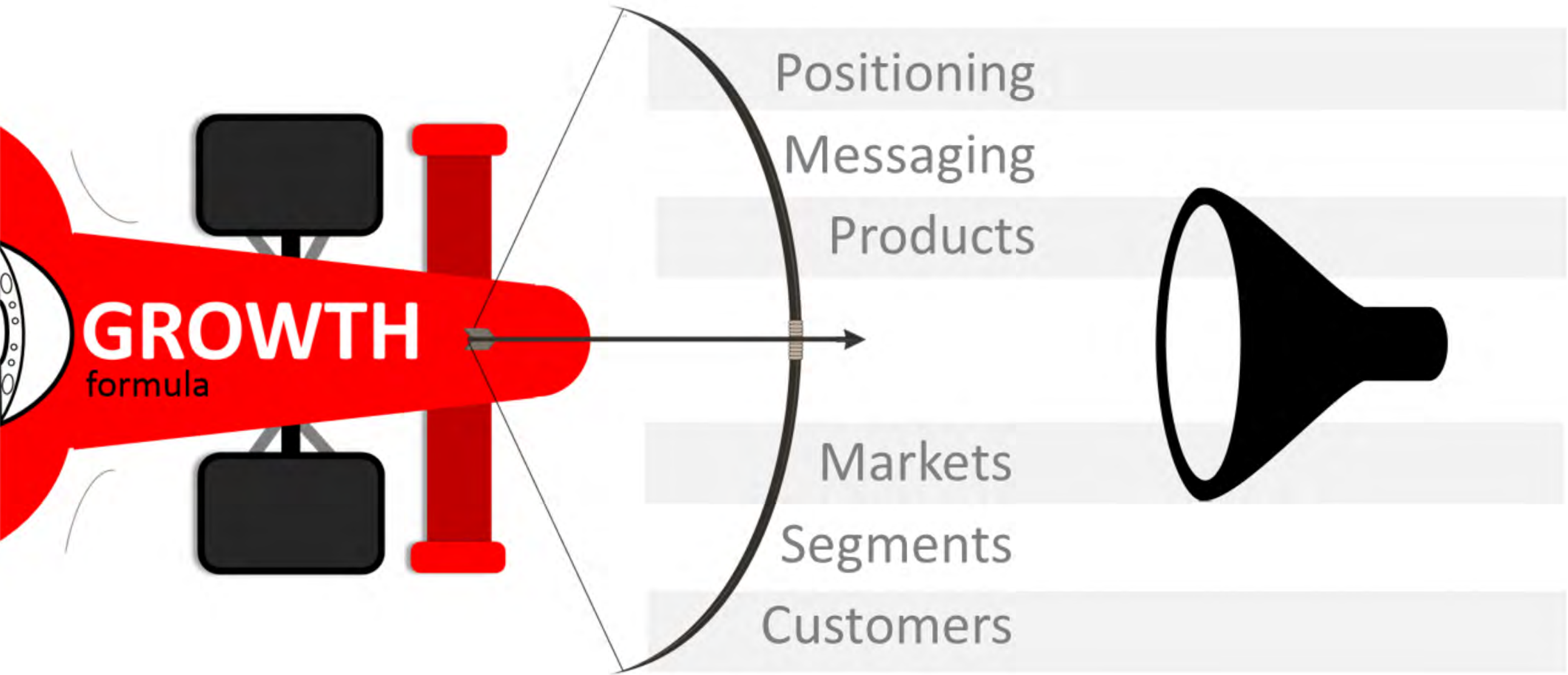
Working on the Rev. Gen. Machine



How accurately the sales proposition is targeted at the chosen customers and segments.

Precision





Oops!



...the ideal proposition.

...to accelerate growth

...the ideal customers.

...to accelerate growth

Wobbling Focus

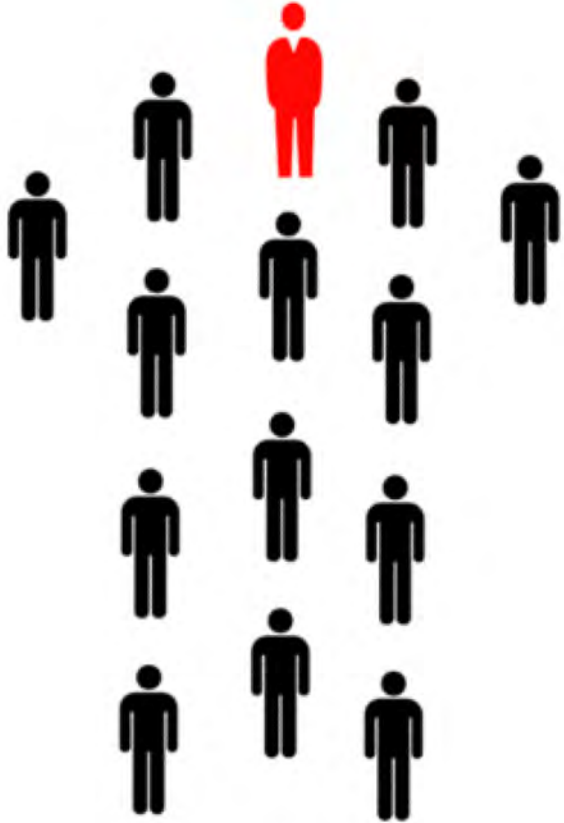


Lack of Focus

Shifting Priorities



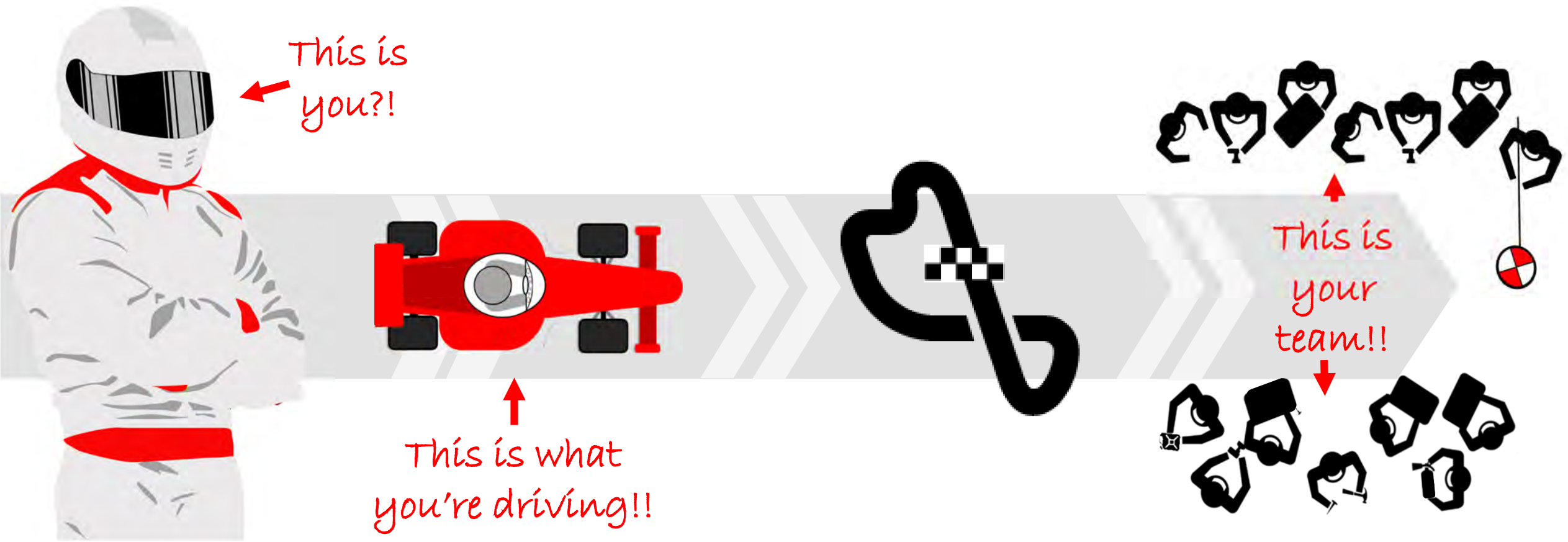
Focused



Scattered



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Where and how
you win.

4 Team
Team – people whose
help is required to win.

‘...The flowers of victory
belong in many vases’.

Michael Schumacher



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ray.collis@theasgggroup.com