Sales Productivity Program

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Background

Our company faced significant weaknesses in our sales planning and monitoring methodology. The lack of clear, precise management indicators, superficial quota budgeting, and weak periodic results control undermined our governance of the sales process. At the same time, without a sales management methodology capable of tracing the explanatory causes behind our deal conversion with multilevel metrics, our ability to optimize our experience and sales capabilities in the world-class ERP sector was limited.

Solution

In collaboration with Imppulsor, we implemented a Sales Productivity Program to optimize the sales generation flow, integrating specific strategies, methodologies, and processes. We conducted detailed activity and productivity analyses using precise effort and effectiveness metrics and established rigorous operating plans. We implemented monthly and quarterly controls to monitor results and adjust tactics.

`The program transformed our sales management by providing a scientific, detailed unde`

Source: https://imppulsor.com/casos-de-exito/sales-productivity-program/