

Effective sales department

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General principles

- Sales as a process
- Sales funnel

Team

- Staff recruitment and coaching
- Team structure, atmosphere and motivation

Process

- Information management
- Team collaboration
- Performance management

Sales strategy

- Market segments
- Solution scalability and industry expertise



General principles

- Sales as a process
- Sales funnel



Sales process



Preliminary
research



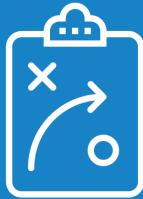
First
contact



Meeting



Requirements
gathering



Solution
development



Closing
a deal



Upselling and
business
development



Sales process



Team

- Recruitment and coaching
- Team structure, atmosphere and motivation



Recruiting. What are we looking for?

- Interest and open-mindedness
- Self-dependence
- Ability to get things done
- Responsibility



Recruiting. What are we looking for?

Job experience

- Sales, technical support, account management, customer relations
- Technical background

Other

- Job change frequency
- CV as document
- Communication skills
- Ability to learn



Recruiting. Interview

- Story about current job (product)
- Personal achievements: what are they proud of?
- Failures: what would they like to do better?
- Story about your company - have they done their homework?
- Reasons to change job
- Perfect job and team
- Starting date



Team. Atmosphere

- Personal example
- Transparency of tasks and goals
- Clear rules
- Input and recognition
- Team of friends
- Mutual aid culture



Financial incentive. Goals

- Teamwork and individual achievements
- Focus on teamwork
- Keeping your team happy
- Payroll expense management



Financial incentive. Model

- One financial result for the team
- Individual shares for each team member



Process

- Information management
- Team collaboration
- Performance management



It's all about information

- **05.03.2019** Customer needs to have fuel control implemented
- **07.05.2019** Customer decided to go with the competitor
- **12.10.2019** The competitor got the money but wasn't able to satisfy the customer. Things got worse, and customer needs help.

Be there when time is right

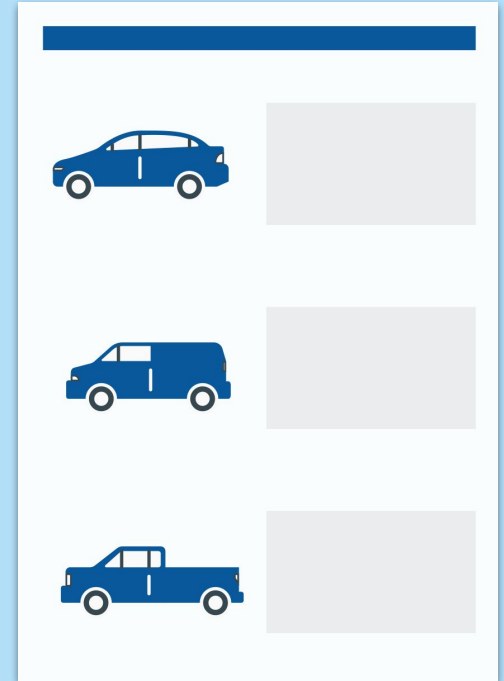
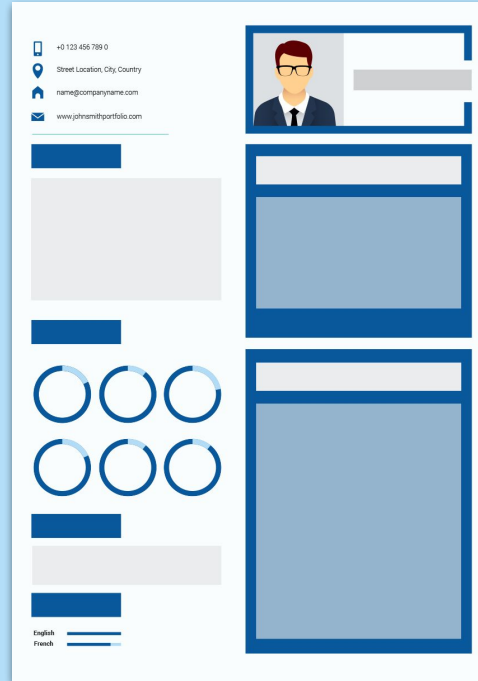
- don't give up
- update your leads
- stay updated on what's going on
- keep personal contact



Information management. CRM

Customer profile

- basic information
- news feed
- next actions



Team structure

It's a sales department,
so you need sales people.

Are they all that you need?



Division of labour

Current customers are a great source of business development.

- they trust you
- you know their business

Upsell!



Division of labour

To prove expertise, you
need experts.

Technical pre-sale
consulting is a
shortcut to new sales.



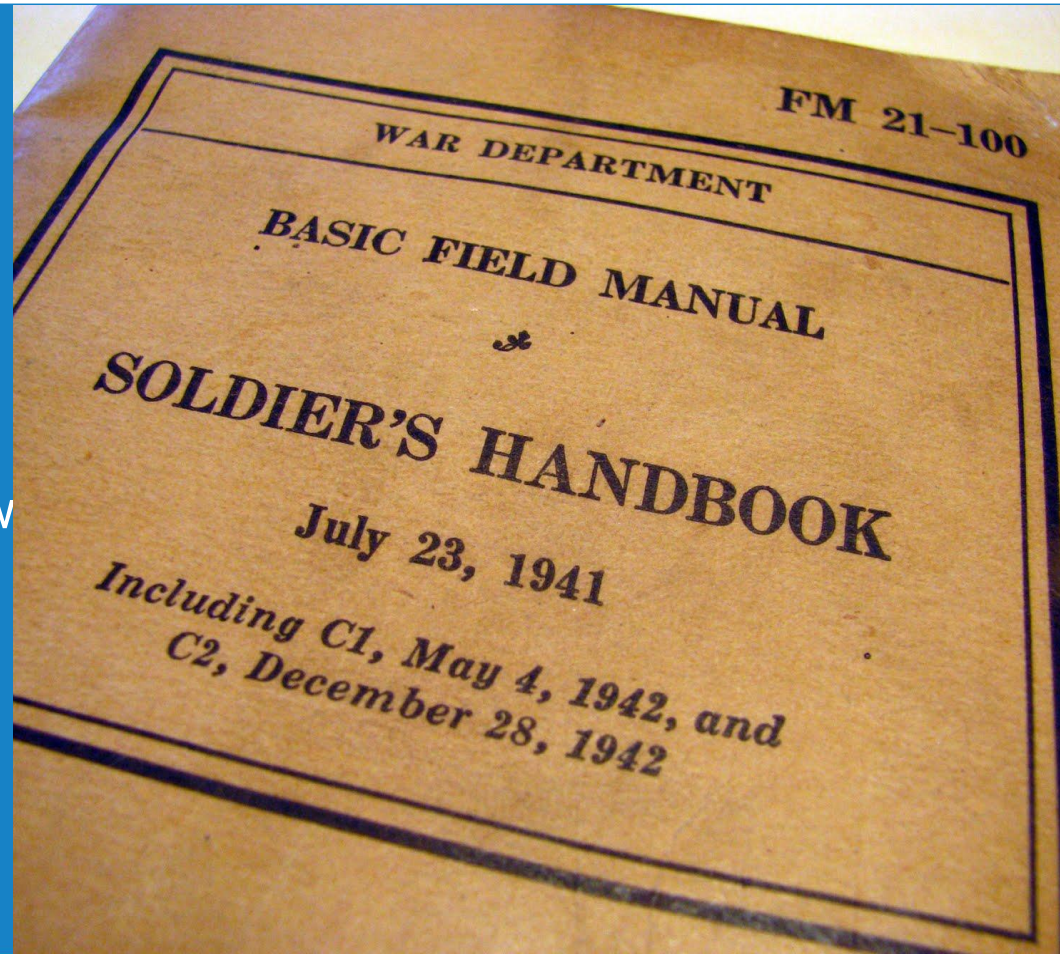
Team structure

- sales team
- customer care team
- technical team



Internal rules

- Response and update time
- Rules for CRM: document everything!
- Communication policy: follow up everything!
- Know your customers



Business policies

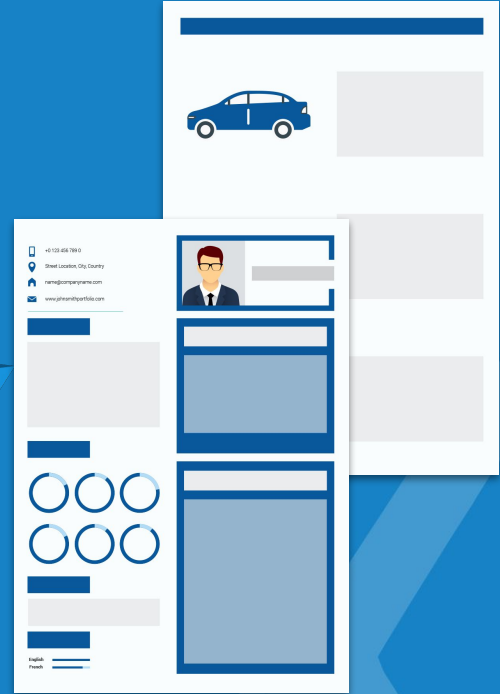
- Price policies
- Products
- Basic principles
- Projects



Performance management

Tools to control the team performance

- Big picture
- Individual deals
- Process and collaboration



Strategy

- Market segment
- Solution scalability and industry expertise



Choose market segment

Which business areas are the growing ones in your region?

Which areas have money for you?

Which areas do you have expertise in?


Which areas do you have customers from?

**Is there a growing market you know and
already have an experience and customers in?**



Analyse your expertise

If yes, answer this:

- What are their typical requirements and business needs?
 - Where do they lose money?
 - What typical services and solutions have you implemented?
 - What results do your customers get?
 - Can you repeat it for other companies?
- 

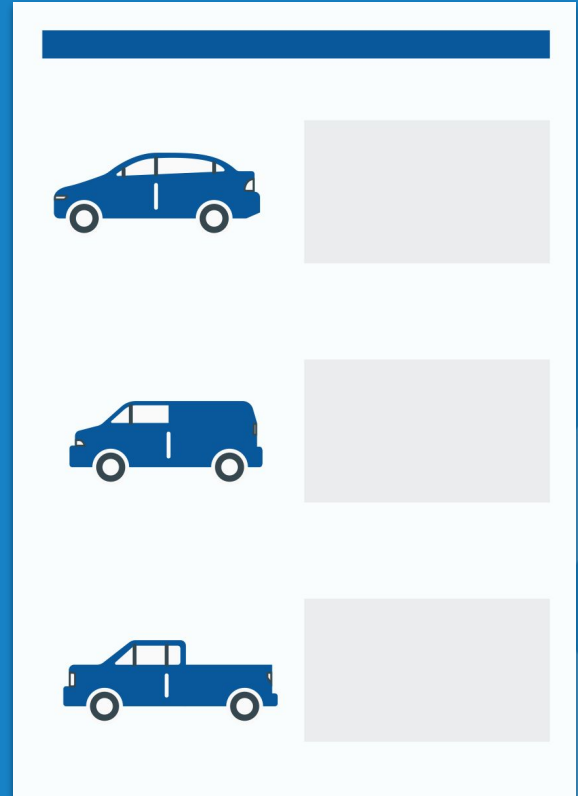
Analyse your expertise

Use your industry expertise to
create a scalable solution



Find your customers

- Get a list of companies from the chosen industry.
- Choose those you'd like to have as customers.
- Get to work.



Get to work



Preliminary
research



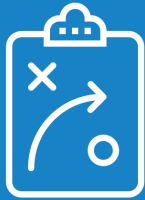
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Success stories and happy customers

Are your customers happy?



Encourage them to share it!



Happy customers will help you to find new ones

Strategy. Road to win

- Growing market
- Lots of potential customers
- Relevant industry expertise and experience
- Applicable solution
- Success stories and references



Method

New market

- new industry expertise
- new scalable solution
- new opportunity to expand





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Thank you for your attention!

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