

REMOTE SALES NETWORK ANALYSIS

A 21ST CENTURY TOOL FOR MANAGING DISPLACED, DIVERSE, DIGITAL, AND DYNAMIC REVENUE TEAMS

The 21st Century commercial model is a team sport played by a highly distributed network of role players from across sales, marketing, and service functions. Growth leaders must now manage revenue teams that are “4D” - displaced, diverse, digital, and dynamic. Time tested hierarchical approaches to managing face-to-face selling, mapped to a linear sales funnel, and bounded by traditional geographic, functional, and role-based structures are failing in the face of the new buying reality.

Getting the best performance from “4D” revenue teams requires a new management toolkit. Success in the “next normal” will require dynamic networks of remote sellers with the agility, information, and authority to respond to “new school” buyers who demand fast and complete response in digital channels. Growth leaders will need much more effective ways to foster collaboration, alignment at the edges of their organizations. Sales managers must act as “super-connectors” between teams. The Remote Sales Network Analysis arms sales leaders with the information, insights, and tools they need to impact the new drivers of 21st century sales performance.

EIGHT DRIVERS OF SALES NETWORK PERFORMANCE

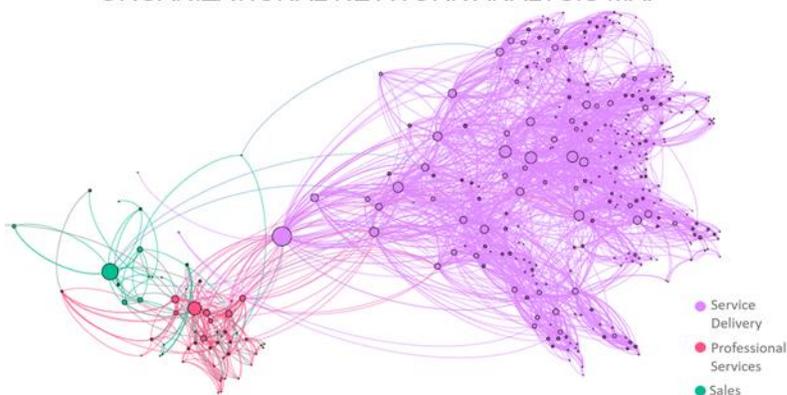
1. High degrees of collaboration
2. Rapid and complete information flow across the network
3. Common purpose from top to bottom
4. Alignment in mission, culture, and priorities
5. Teamwork across sales, marketing, service and product
6. Strong connectors and networks between teams
7. Higher degrees of customer engagement
8. Skills and training to accomplish all of the above

A Remote Sales Network Performance Analysis is a data-driven tool to solve a modern problem. This approach uses advanced analytics to paint a complete, quantitative, and granular picture of the performance of your remote revenue teams. Think of it as a sales management “MRI” that gives you visibility into the engagement, productivity, and speed at which your revenue teams are working.

This approach is effective because it applies advances in data science, network optimization, people analytics, and organizational behavior to the challenge of managing a networked selling model. This analysis mines both quantitative and qualitative data drawn from operational systems and direct employee surveys to create the most complete picture of how effectively your revenue teams are communicating, prioritizing, making decisions, and engaging the customer— from mindset and sentiment of your sellers to the flow of communication and level of sales activity at the edge of your organization. It gives you an actionable picture the current effectiveness of your selling network and identifies the key points of failure, leverage and scale that need to be addressed to achieve its full potential.

THE BENEFITS OF A SALES NETWORK PERFORMANCE ANALYSIS

ORGANIZATIONAL NETWORK ANALYSIS MAP



1. Better visibility into levels of engagement, speed and productivity of your selling network allows you to unlock the potential of distributed revenue teams
2. Identify information bottlenecks that allow you to speed information flow and respond faster to the market
3. Increase the level of decision-making at the edge of the organization where customer engagement happens
4. Teach line managers and effectiveness professionals the leadership behaviors essential for connecting teams, fostering collaboration, and facilitating information flow
5. Unlock sales performance by redefining sales coverage, roles, and incentives to release the constraints of geographic, functional, and organizational structures
6. Identify the next generation of sales leaders – the “super connectors” and “information hubs that make the modern revenue engine run.

To learn more about how to execute a Remote Sales Network Performance Analysis contact info@revenueenablement.com