

MPOWERED SALES

Unleash your Sales Team

Sales Team Motivation & Performance Solutions

The link between motivation and performance is a complicated One, often requiring in depth analysis to provide the necessary Information to apply the right solutions.

**Skill-up
Workshop**

**Advisory
Support**

**MAPS®
Project**

MAPS® Process

MAPS®Phase 1

Phase 2

Phase 3

**CEO/HR&
Sales leader
Interviews**

Confirm leadership plans And understand what the issues they feel the teams have

**Data
Analysis**

Use of available data and leadership interviews To establish performance Patterns and list questions To ask in the survey

**Survey
send out
And Analysis**

Surveys are built & Sent out to all team members Replies are added to the Data set for further analysis. Interview questions are designed

**Sales Team
Interviews**

Based on performance Briquets, and replies to survey questions, 20+ 1 Individuals are chosen for interviews

Report

Quantitative & Qualitative report on Motivation, Set a base score for motivation Motivation Impact Cascade List of projects for higher Motivation & performance

**Project
Execution**

We support the client in executing of the projects Listed in the report using our change management methodology

**Measure
impact of**

Analyze new data against "phase 1" data to measure impact of projects and adjust as necessary

What is MAPS® ?

We created MAPS to help corporations rethink how they motivate and lead their sales teams to higher performance. Our projects decrease team turnover, improve data discipline, and provide a framework to reduce resistance to change.

The project will:

- Define the fundamental issues holding the sale's team performance back from the perspective of motivation and define the action plan to overcome the issues defined.
- Accurately measure motivation against and set a standard for evaluation which can be used as a base line to assess the impact of actions taken to improve motivation.
- Set up projects that deliver improvements in sales motivation and performance

Case Study

Import and distribution of consumer goods, with diverse client base (GMS, retail chains, etc)

Issue according to leadership:

- Sales team motivation, sales efficiency.
- Sales force overly focused on Account management to the detriment of new business development.

Issue according to MAPS :

- Low confidence in the brand
- USP and vision not clear
- KPIs not clear - Work flow/workload issues

Solution:

- Used market research to redefined USP and give confidence in uniqueness,
- Redesigned KPIs - Redesigned workflow, including workflow automation tool

Results:

- Increased revenue/sales person by 12%
- Doubled number of new accounts/quarter/sales person

Fashion accessory manufacturer, with diverse client base

Issue according to leadership:

- Sales team motivation, Growing team turnover
- Strong reliance on discounts at the expense of the brand value, client dissatisfaction regarding (lack of) pricing strategy/fairness.

- Large number of returns, gaming

Issue according to leadership:

- Overly strong focus on KPI, Gaming issues
- Lack of understanding of the market, resentment against targets felt to be arbitrary

Solution:

- Redesigned sales process from a simple sale to a consultative process using data to support client merchandising needs.
- Design & execute training for the new sales process
- Redefined KPIs

Results:

- Drop in sales force turnover by 20%
- Increased profitability per sales transaction (+16.4%), as well as revenue.

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