

Getting the Sales Pipeline Flowing

Creating a single, well-defined sales pipeline process that could be adapted for seven Olympus business units provided Olympus with improved forecast accuracy, easier sales coaching and stronger application of existing sales methodology.

Olympus had already implemented tactical face-to-face selling skills and sales strategy methodologies across the organization, but results weren't what was needed or expected. Ignite Selling conducted an in-depth analysis and determined that the existing Olympus sales pipeline didn't align with the skills and methodologies being taught.

SITUATIONAL ANALYSIS

Olympus was facing the challenge of finding a common way to measure sales productivity and skill application for seven business units.

Too many opportunities were stalling in the sales pipeline and each business unit had their own reasons for why.



EVALUATION

A plan to “scrub” the existing sales pipeline along with a 1:1 coach-the-coach process was implemented to teach the sales managers and sales team how to effectively leverage the new well-defined sales pipeline process.

METHOD/APPROACH

Olympus hired Ignite Selling to build a common sales pipeline process that provided the adaptability to serve seven different business units.

To prepare, Ignite Selling spent 8 weeks identifying the critical milestones that defined the strategic sales activities for each business unit.

Then, working with sales and marketing leaders along with top sales performers, the strategic milestones were divided into unique and common categories that provided the high-impact sales pipeline process for each of the seven business units.



CONCLUSION

It's been five years since the start of this initiative. Since then, the business units are now seeing measurable improvement in the following key metrics:

- Faster Sales Cycle
- Reduction of Stalled Opportunities
- Greater Impact of Coaching
- Improved Sales Forecasting

Ignite Selling is a global sales performance improvement company enabling businesses to exceed their revenue goals by improving critical on the job behaviors. Our programs use Interactive Learning Maps™ and Competitive Sales Simulations in both a Virtual and Classroom environment to give learners an engaging and relevant learning experience and prepare them for their real-world.