

5 Must-dos to Power Profitable Growth at Speed

The new 2014 CSO Insights Sales Performance Benchmark Report surveyed chief sales officers of billion-dollar companies and reveals acute challenges in increasing sales.

Revenue achievement is down for the first time in 3 years to 86%

Sales quota attainment is also down to 59%, and reps spend only 1/3 of their time selling

Targets are up for 82% of CSOs, but they have **low confidence (14%) in their ability** to hit their numbers

The situation is dire. To drive sales growth and return to profitability, Accenture recommends radical changes to adopt Agile Sales.

Agile Selling is about

- S** – Spend Optimization
- P** – Price & Profit Optimization
- E** – Execution & Operations Excellence
- E** – Enablement of Sales Talent
- D** – Digital Selling

Become an Agile Seller:

Put your money where it matters

The Facts: Fewer than half of companies report using sales analytics/big data to better understand customers' needs or identify sales opportunities.¹ Visibility and ability to measure performance is high (68%), but only 1/3 of companies actually track and analyze sales spend ROI.²

Agile Sellers: Strategically align working sales spend—the costs CSOs control and influence—with an intense focus on ROI to power profitable growth.

Source:
¹ CSO Insights' 2014 Sales Performance Benchmark report
² B2B Customer Experience: Start Playing to Win and Stop Playing Not to Lose", Accenture, 2014

Embrace dynamic channels

The Facts: Nonstop Customers are 58% through the buying process by the time of the first sales call. Service is core to the sale, but Sales and Service are disconnected. And Marketing and Sales don't even agree on the common definition of a lead.

Agile Sellers: Crush the silos that slow sales, embrace the evolving role of retail and channel partners, and re-orient front office around Nonstop Customer.

Price for profit and make it stick

The Facts: Best in class performers have nearly twice the emphasis on improving margins and reducing discounting. 44% report their sales managers need improvement in implementing clear, effective pricing strategies.

Agile Sellers: Invest in price strategy adoption and deal-level governance, monitoring outcomes to boost profit.

Deliver an integrated experience and insights for sellers

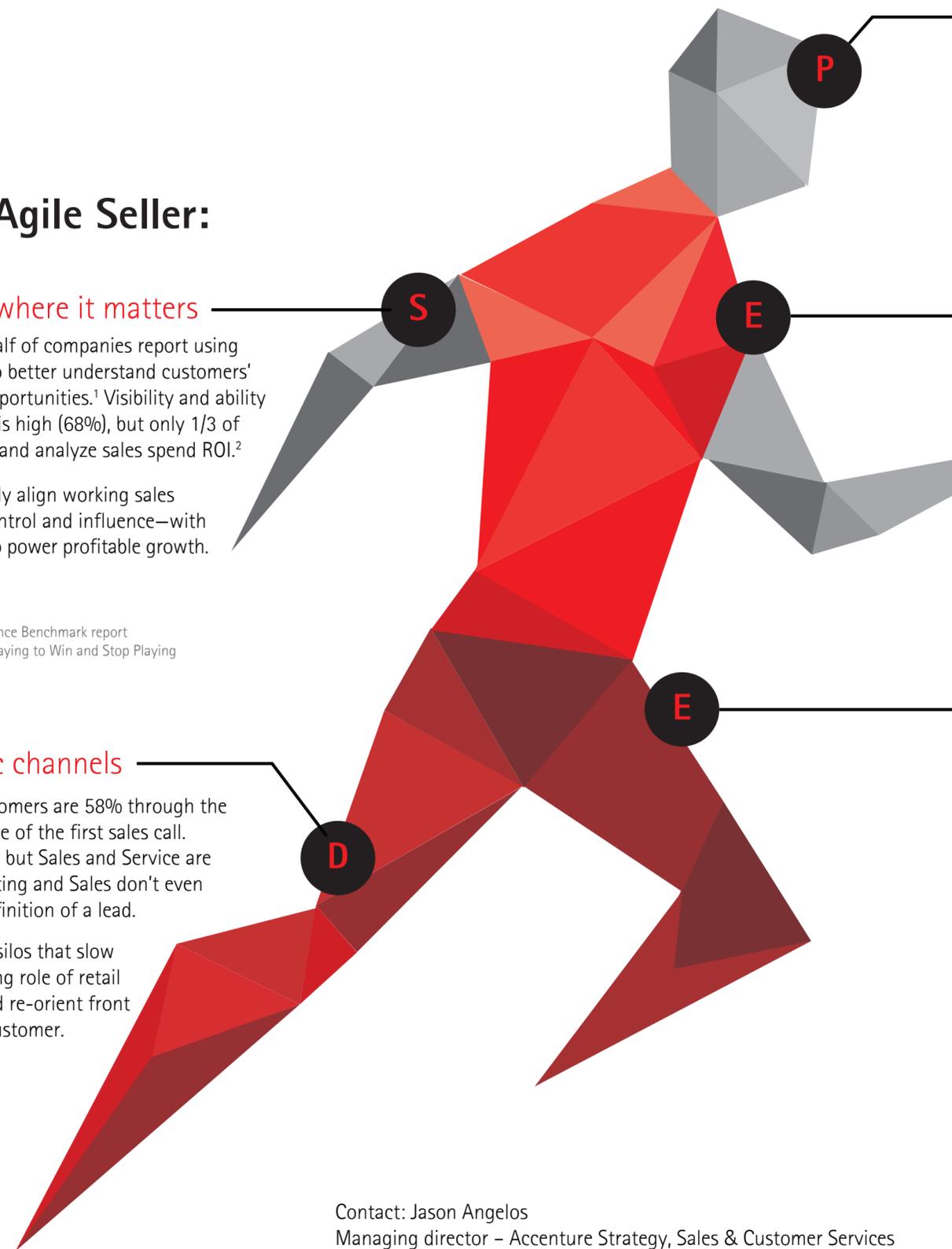
The Facts: Fewer than 50% of firms have broadly adopted their CRM technology. Only half (51%) of companies use a formal sales process. And fewer companies (8%) report sales methodology adoption.

Agile Sellers: Architect the selling experience to serve the Nonstop customer, embracing Digital and Cloud as catalysts for change, and evolving operations to be the "insight engine" for sales.

Apply science to help move the frozen middle

The Facts: Attrition has increased, especially among the better performers. Hiring processes lack needed rigor: 59% plan to add to their sales force, yet 44% of firms struggle to hire top talent and need to improve who and how they hire. Companies have increased training spend trying to improve existing sales people, yet reported effectiveness has declined, leaving a large proportion of sales reps in the "frozen middle".

Agile Sellers: Apply science to uncover the DNA of high-performing sellers, apply those insights to the sales coverage model, roles, and enablement, and move the "frozen middle".



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