

REACTIVE

CULTURE SHIFT

PROACTIVE

SALES PLANNING

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SURVIVAL

\$ - Flatline

Reactive - Unorganised

- Limited sales planning
- Break/fix meetings
- Limited reporting
- No fun and team can hide
- Can't attract top sales performers
- No formal lead generation
- Can quickly decline if 1-2 accounts/staff leave

DEVELOPMENT

\$ - Limited Growth

Reactive - Organised

- Sales planning primarily around existing accounts
- Proactive sales meetings mainly with existing accounts
- Reporting around accounts and sales contributors
- Challenging to attract top sales talent
- Large investment in systems/people
- Losing 1-2 accounts big impact

ACCELERATION

\$ - Building

Proactive - Transition
Uncomfortable, Committed

- Launch proactive sales plan covering existing accounts and new business acquisition
- New systems and processes introduced in a structured way
- People changes required
- Can attract top sales talent
- Manage sales team culture shift
- Business becoming more stable every day

SCALE

\$ - High Growth

Proactive - Aligned
Motivated, Engaged

- Stable in a challenging economy and high growth in recovering/strong economy
- Momentum in scaling team
- Proactive sales planning a regular event
- Formalised systems and processes in place
- Specialised sales operations and sales enablement teams created as headcount grows
- Team aligned and clear on the strategy
- Highly attractive to top sales talent
- Competitive