



Follow A Sales Process For Profitable Growth

Sri Chakravarty



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Professional

- Mohawk Group - VP, Sales Operations, Commercial Division
- Ashley Furniture Industries
 - VP, Sales Operations, Commercial Division
- Robert Bosch LLC, Automotive Aftermarket
 - Director, Sales Operations
 - Manager/ Sr. Analyst- Corporate Planning, M&A
- Hendrickson International, Truck Division
 - Product Manager, On-Highway Suspensions
- Tata Motors
 - Area Manager, Sales and Service
 - Sales Officer

Education

- University of Chicago Booth School of Business
 - MBA, Finance and Operations
- BS- Applied Science

Other

- Expertise in Sales Processes, CRM Systems and Sales Performance Management
- Certifications in Salesforce.com
- Guest Speaker
 - International Performance Management Institute, Toronto, Canada
 - Department of Management Studies, NITT, India



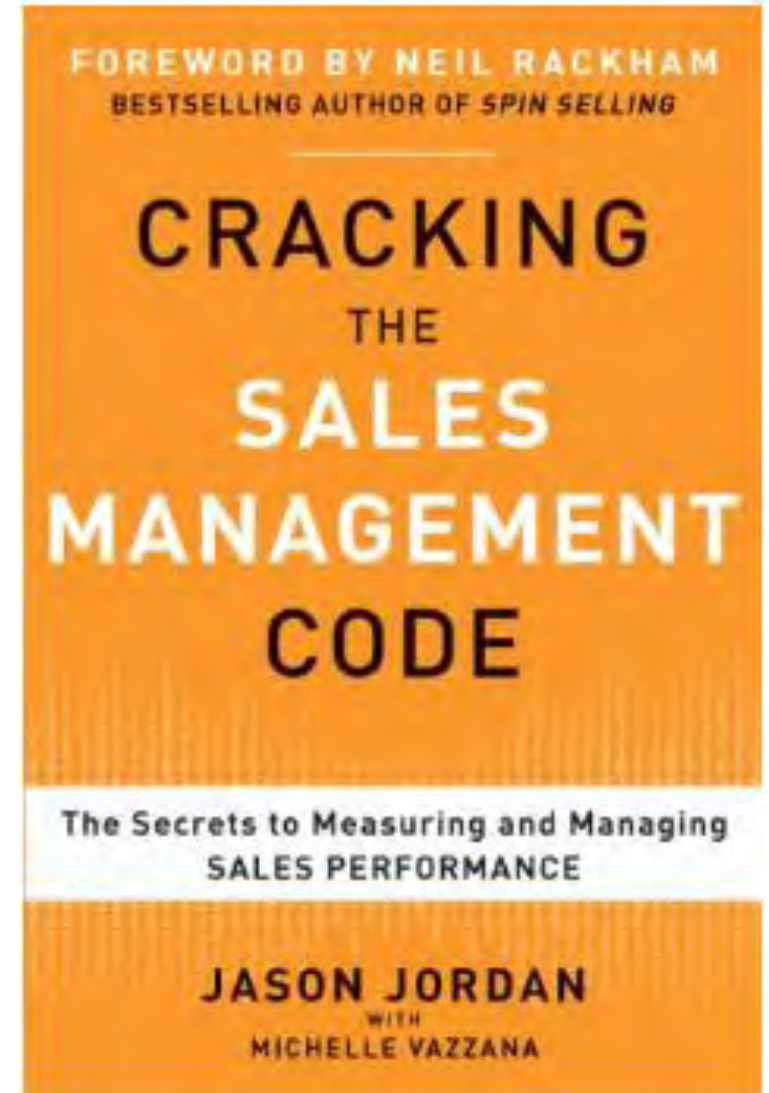
“I didn’t increase sales, but my competitors are doing worse”

“It rained on Memorial Day, so folks stayed home resulting in lost sales”

“It was a beautiful Memorial Day, so folks were out of town resulting in lost sales”

“If I had product X, I would have killed it this year!”

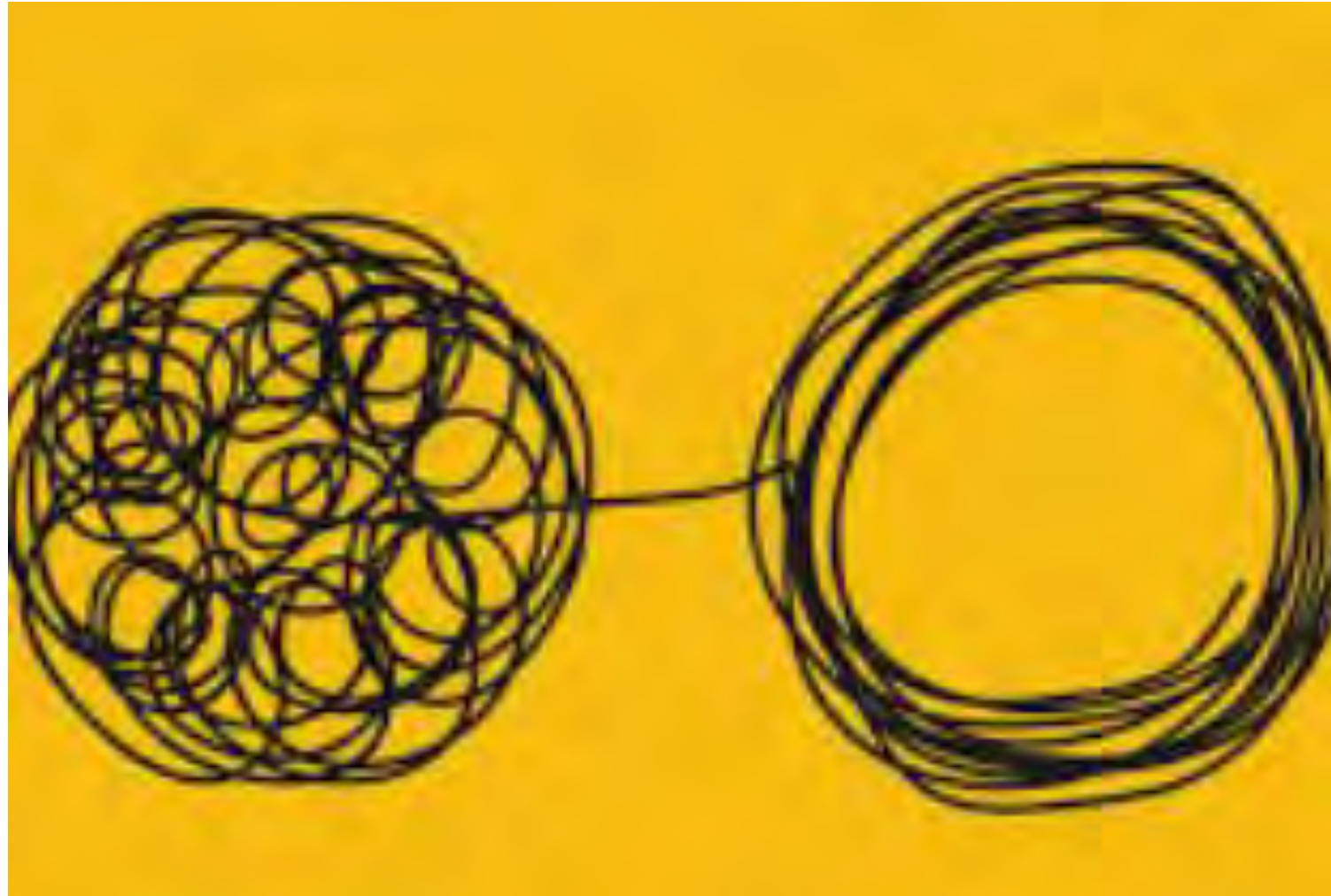
Track Activity, Not Results





Solution Selling

- More Profitable
- Customer Oriented
- Greater Value Creation
- Multi-faceted
- Longer Sales Cycle



Solution
Selling
Needs A
Sales Process

What is a Sales Process?

A set of **repeatable steps** that a salesperson takes to move a **prospective buyer** from the early stage of **awareness** to a **closed sale**.





Lead
Qualification



Awareness
/ Discovery



Recommend
a Solution



Quote &
Negotiate



Close the
Deal

Sales Process Steps

Implementing A Sales Process

- Map existing process
 - Benchmark sales team effectiveness
 - Develop a sales process
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- Build Sales Process into CRM pipeline
 - Integrate lead sources and marketing
 - Data governance

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Developing A Sales Process: The Real Value Is In The Details



Recommend
a Solution

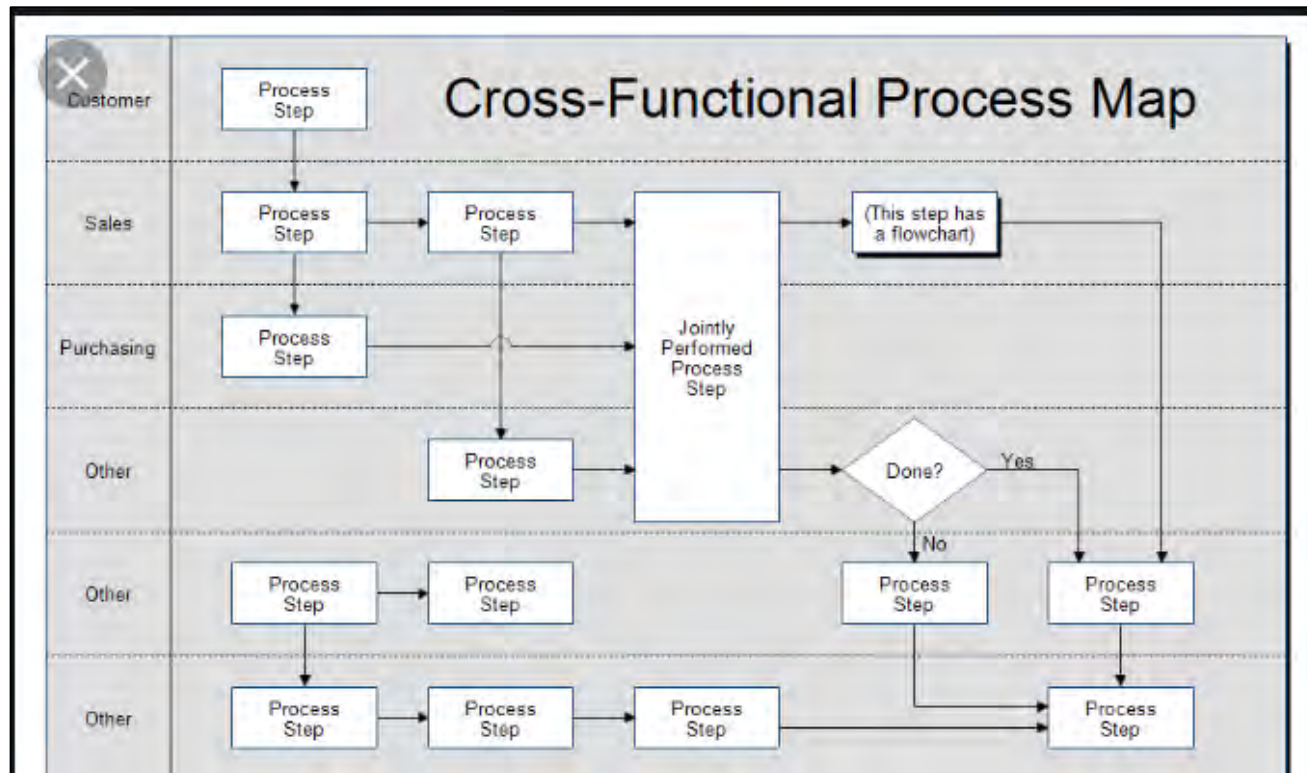


Quote &
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Close the
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Process Map: Clear Picture of Current Sales Cycle



"If you can't measure it, you can't improve it."

- Peter Drucker

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Qualification

Awareness/
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Normal

2	1	3	5	2
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Optimal Amount of Time Spent

4	5	3	2	1
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Illustration: Rank of Time Spent in Each Step (1=Low, 5=High)

Benchmarking Sales Effectiveness



Lead
Qualification



Awareness
/ Discovery



Recommend
a Solution



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Close the
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Sales Process Steps



What is a Lead?

- Information that involves a potential transaction
- Why are Leads important to a company?
- How do we get leads?

Lead Qualification

- Is there a need that I can meet?
- Is it now?
- Is it budgeted?
- Am I talking to the right person?



“Failing to plan is planning to fail.”
- Ben Franklin



Pre-Call Planning



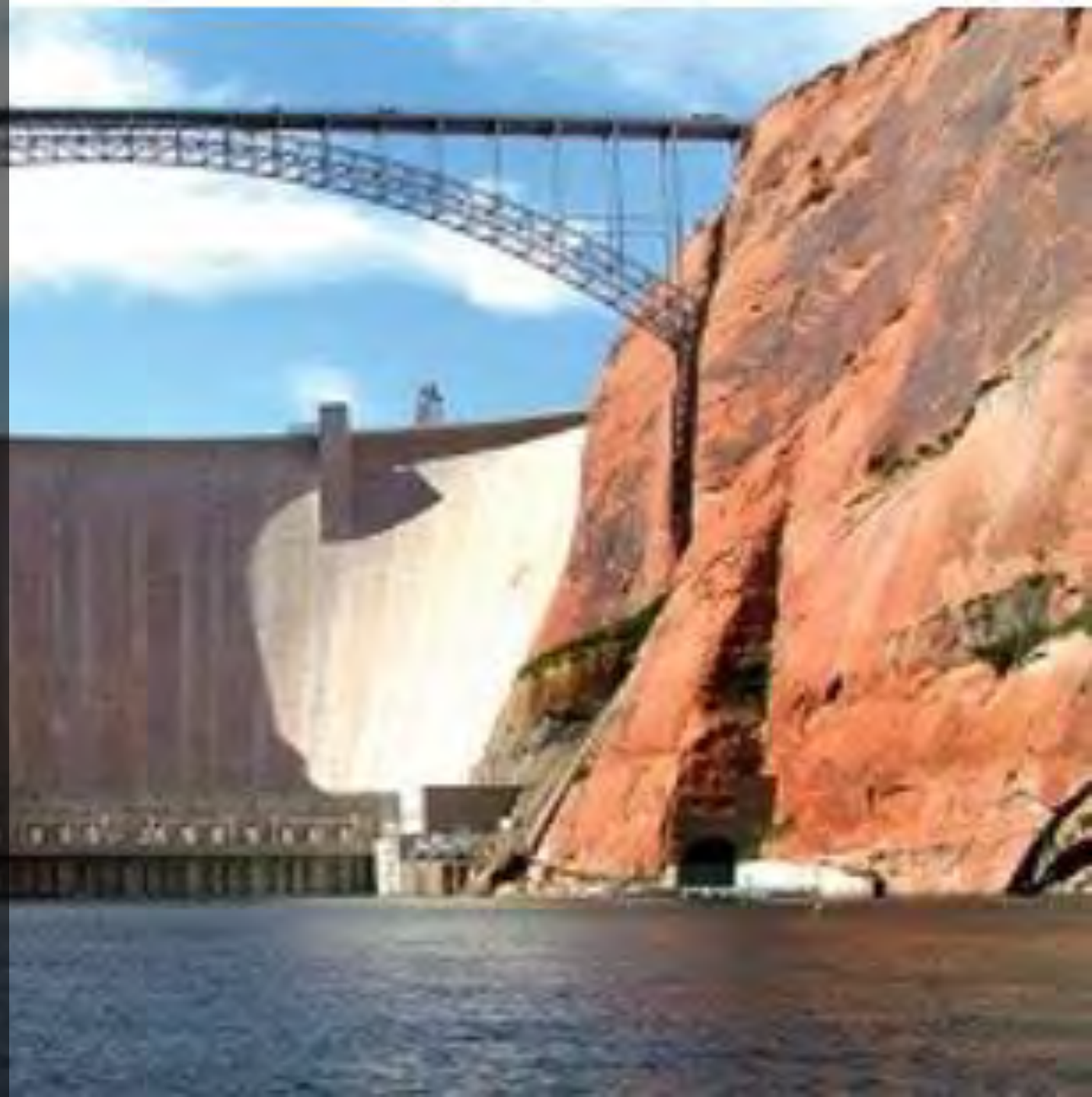
Customer Discovery

- Customer focus vs Goal focus
- Ask penetrating questions
- Avoid jumping to conclusions
- Information essential to developing a solution
- Understand the customer's concerns and motivation



Recommend a Solution

- Building credibility – recommend the optimal solution
- Customized solution and presentation – show that you listened
- Address the customer's concerns
- Everything is a commodity – until it's not



Implementing A Sales Process

Design

- Map existing process
- Benchmark sales team effectiveness
- Develop a sales process

Build

- **Build Sales Process into CRM pipeline**
- **Integrate lead sources and marketing**
- **Data governance**



CRM – Synchronizes Sales Process into Every Aspect of Sales

How a CRM Supports A Sales Process

Lead Consolidation

- Leads from multiple sources can be channeled, qualified and assigned to a sales person



Sales Process

Customer Awareness/Discovery

- CRM supports a structured discovery process and is a repository for information

Pipeline Management

- Visual and data driven pipeline provides clarity on project background, status and next steps

Reporting

- Accurate data on pipeline metrics help manage sales performance as well as planning and forecasting

Lead Consolidation



Sales Process Reporting – Less is More



Data Governance

- Past-due projects
- Unrealistic Pipeline values
- Close dates not vetted
- Projects entered at any stage
- Sporadic pipeline velocity





[LinkedIn Profile](#)

Sri Chakravarty

Vice President, Commercial Sales
Operations at Mohawk Group