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**MAKE YOUR BUSINESS
RUN BETTER WITH
AGILE IN SALES**

BY MARINA ALEX

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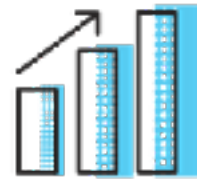
**I HAVE BEEN WORKING IN SALES
FOR MORE THAN 10 YEARS**



EVERYONE

WANTS TO
INCREASE
THEIR SALES

AGILE IN SALES



**INCREASES PROFITS
AND MAKES BUSINESS
RUN BETTER**

AGILE is a

MIND SET

AGILE is a

MINDSET

SWAY

is the first step to becoming more AGILE in sales

Key Objectives 1. Plan for sales for 3 months. 2. Plan for profit. 3. Sales plan breakdown.	Strategic clients List of strategic clients. At the very top, the most important are descending. List of strategic clients from most important. \$\$\$ - name \$\$ - name \$ - name	Key messages & Value Proposition 1. Value proposition. 2. What kind of pain of our client we decide.	Sales Team What is the composition of the team. How much do they know the product? How to improve collaboration? What do we need to improve department so that they full
	Strategic products 1. What is our focus. 2. Remains in stock.	Market Strategy 1. Who is our best customer. 2. How has the market changed and what does our customer want. 3. Who are our main competitors.	Promotions & Budget What budget do we have for the year? Where do we want to invest the budget?
Opportunities			
Growth 1. New customers. 2. New markets. 3. New territories. 4. New sales. 5. New channels.	Upsale What do we offer existing customers.	Innovation What processes do we need to change to be faster?	



SWAY 101.

Qualitative
Indicators

Quantitative
Indicators



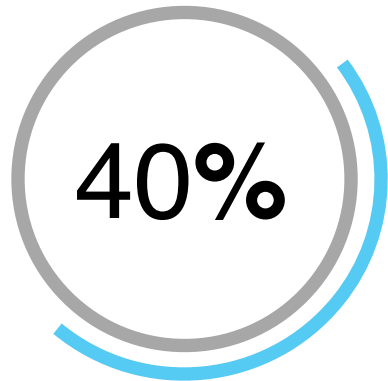
3 SWAY roles



.....> **3 - 7 days sprint**>

AGILE IN SALES IS A GREAT SOLUTION

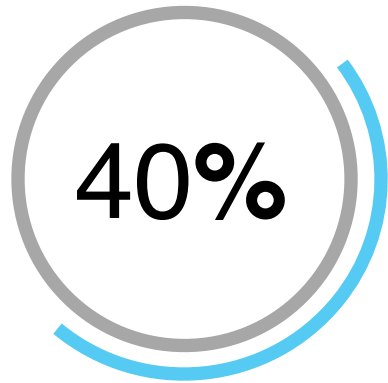
100%



Worst sales
department
as AGILE
pilot team

AGILE IN SALES IS A GREAT SOLUTION

100%

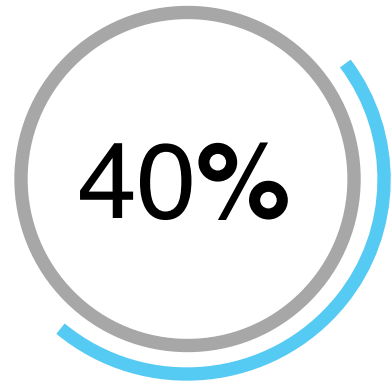


SWAY

Worst sales
department
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pilot team

AGILE IN SALES IS A GREAT SOLUTION

100%



Worst sales
department
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AGILE
CRISIS

The most
important part
of AGILE
transformation



CASE STUDY

HEALTHCARE

40 Dental clinics



CASE STUDY

HEALTHCARE

40 Dental clinics

40% Sales targets



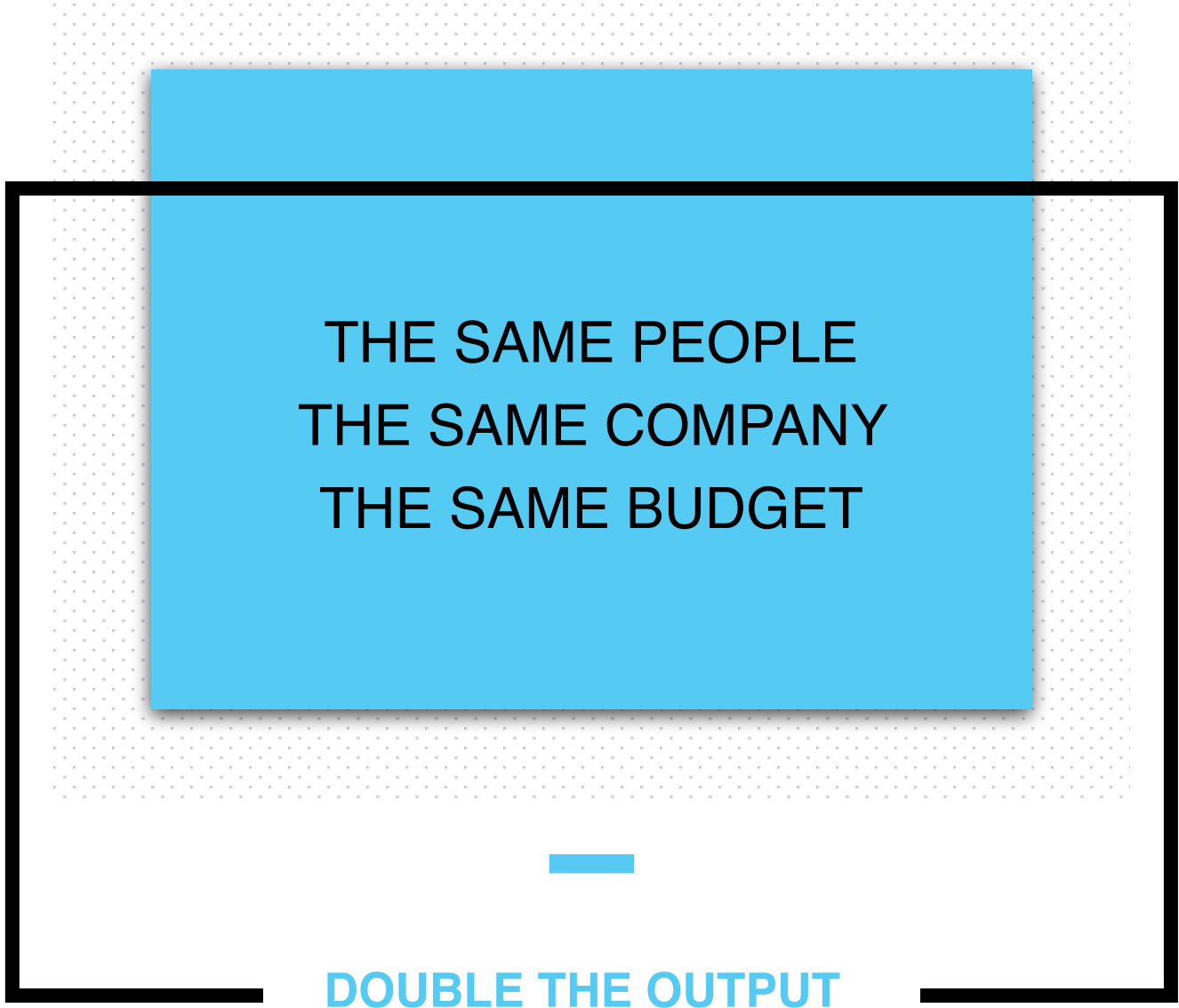
CASE STUDY

HEALTHCARE

40 Dental clinics

40% Sales targets

105% Sales targets
after 5 months



THE SAME PEOPLE
THE SAME COMPANY
THE SAME BUDGET

DOUBLE THE OUTPUT

COMMON GOALS

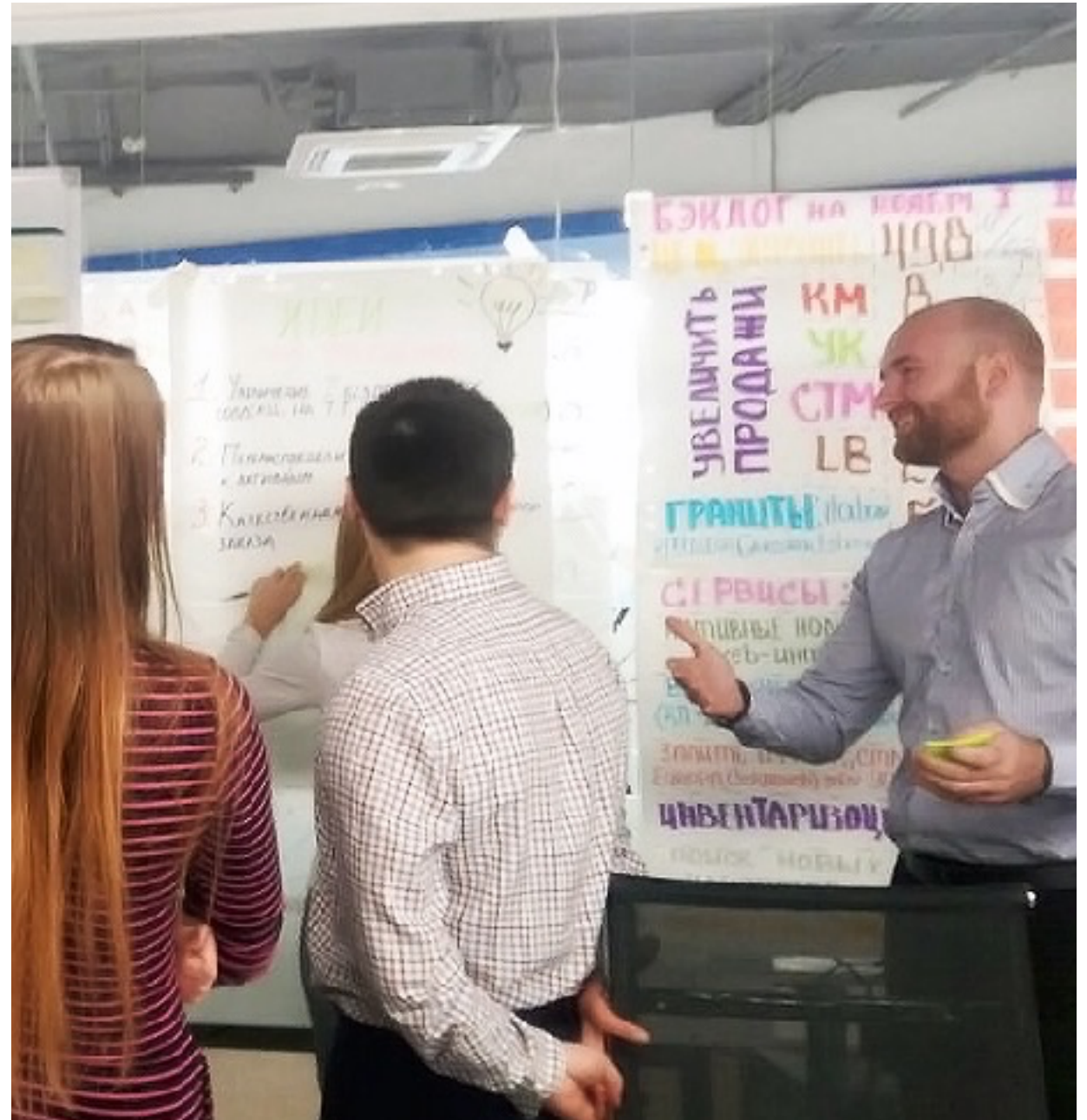


INCREASED SALES

OPENNESS, EXPERTISE EXCHANGE & NETWORKING

help introduce

BETTER PRACTICES



CASE STUDY

TILE COMPANY

Large company - specialising
in manufacturing ceramic tiles
- increased its sales

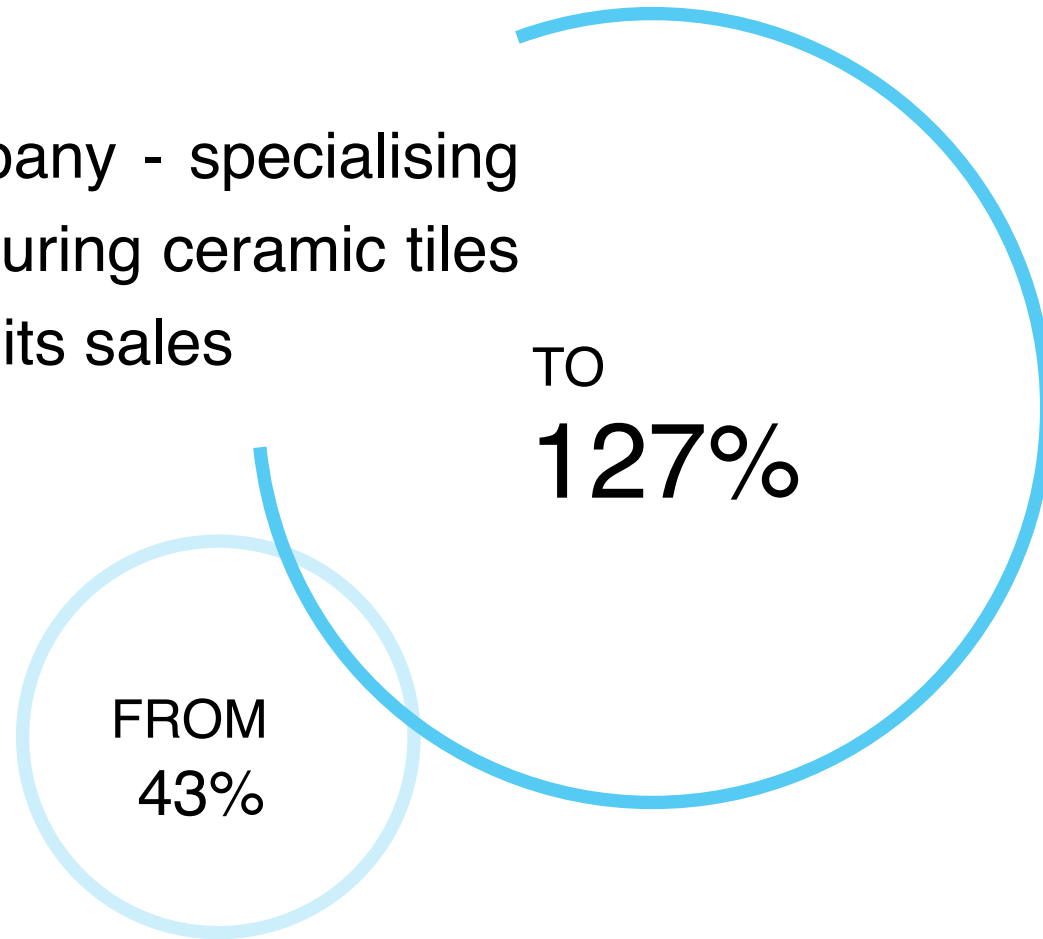


FROM
43%

CASE STUDY

TILE COMPANY

Large company - specialising
in manufacturing ceramic tiles
- increased its sales



CASE STUDY

TILE COMPANY

Large company - specialising
in manufacturing ceramic tiles
- increased its sales

TO
127%

FROM
43%

**AGILE SALES TEAM
SAVED MORE THAN
1 000 000\$
FOR THE COMPANY**

AGILE SALES TEAM
CREATES MORE THAN

3
0
0

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IMPROVEMENTS

PER YEAR

AGILE IN SALES IS A GREAT SOLUTION

100%



Worst sales
department
as AGILE
pilot team

SwAy

AGILE
CRISIS

The most
important part
of AGILE
transformation

80%

THE SAME GOAL

>100%

AGILE IN SALES IS A GREAT SOLUTION

100%



Worst sales
department
as AGILE
pilot team

S w A y

AGILE
CRISIS

The most
important part
of AGILE
transformation

80%

THE SAME GOAL

- satisfaction of customers
- secondary sales
- competitive advantages

CUSTOMER FOCUS

leads to secondary sales
and creates a competitive
advantage that **IS HARD
TO COPY**



— **SUCCESS**

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I WOULD SAY THAT AGILE IS A FIT
FOR ANY COMPANY- BUT IT'S NOT
TRUE

AGILE IN SALES IS A GREAT SOLUTION

100%

- satisfaction of customers
- secondary sales
- competitive advantages



Worst sales department as AGILE pilot team

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AGILE
CRISIS

The most important part of AGILE transformation

80%

THE SAME GOAL

AGILE IN SALES



Creates valuable
changes for a
company



Increases sales



Gives a competitive
advantage that is
hard to copy



**AGILE INCREASES
SALES AND MAKES
BUSINESS RUN
BETTER**