

AGILE IN SALES

BRINGS
A COMPETITIVE
ADVANTAGE

By **Marina Alex**

#SWAYsystem

About me

10+

years
in sales

5+

years
in agile

170+

Agile teams
created

"I believe that **Agile** is the best thing
that could happen to **sales**"

Business
cases in

12+
countries

Creator
of **SWAY**
system

Mom 😊

of **10** year old



What does
the world of sales
look like?



What is the purpose?



When a company launches an Agile transformation, the Sales department should be in from the very beginning

The
question
is how
to do
it?



Agile is
for IT only.
... **Are you
serious?**



Agile Thinking
is for every team
member 😊 of every
department

Case Study:

How to change
sales managers'
thinking and triple
growth?

Case study



1

Increased sales
43% to **127%**

2

More than
1500 sales,
products, and market
innovations

3

Created
**a competitive
advantage**

Case study

**Production
and sale of ceramic tiles**



20

20 Year old
company



1,300

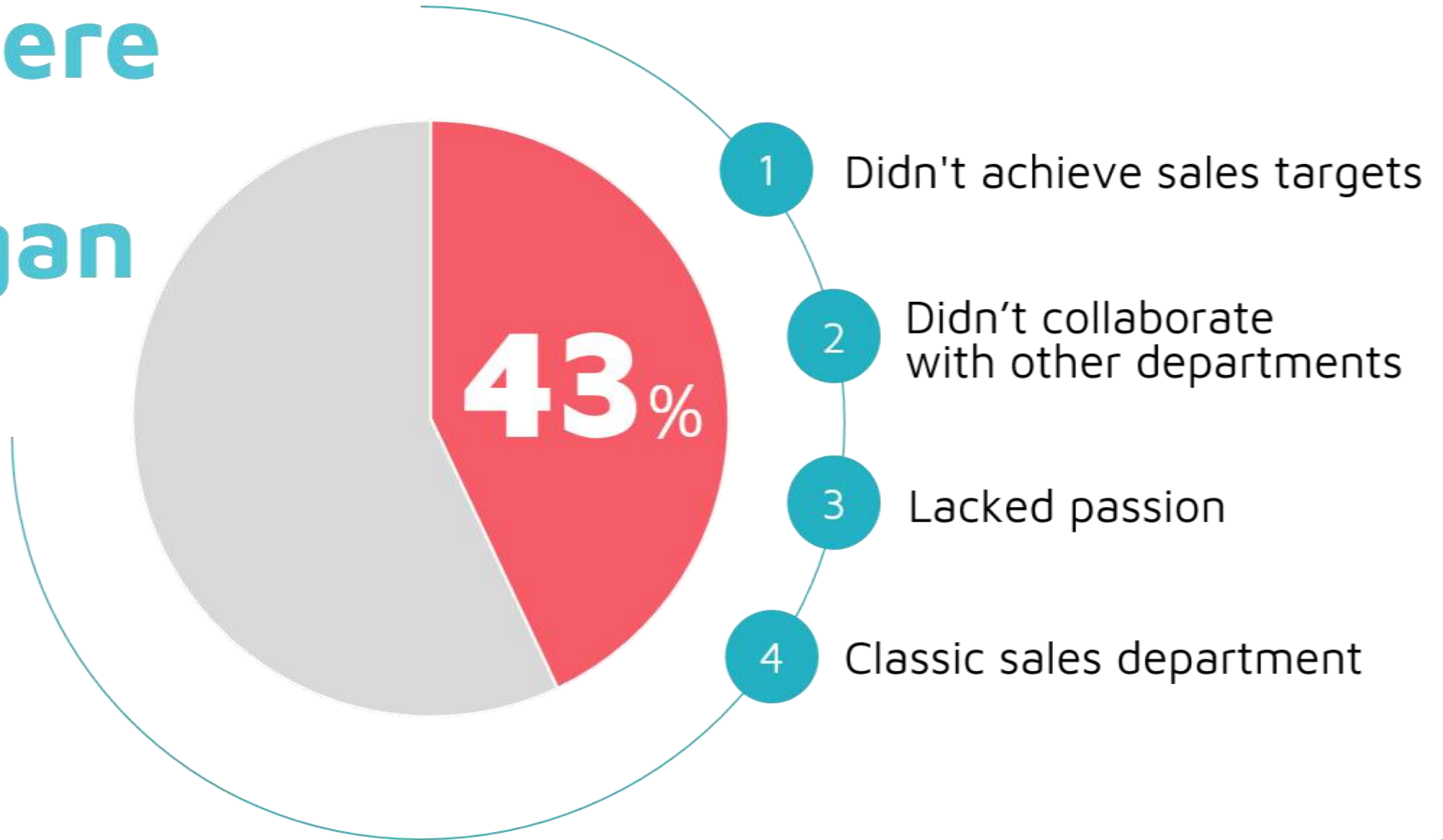
Employees

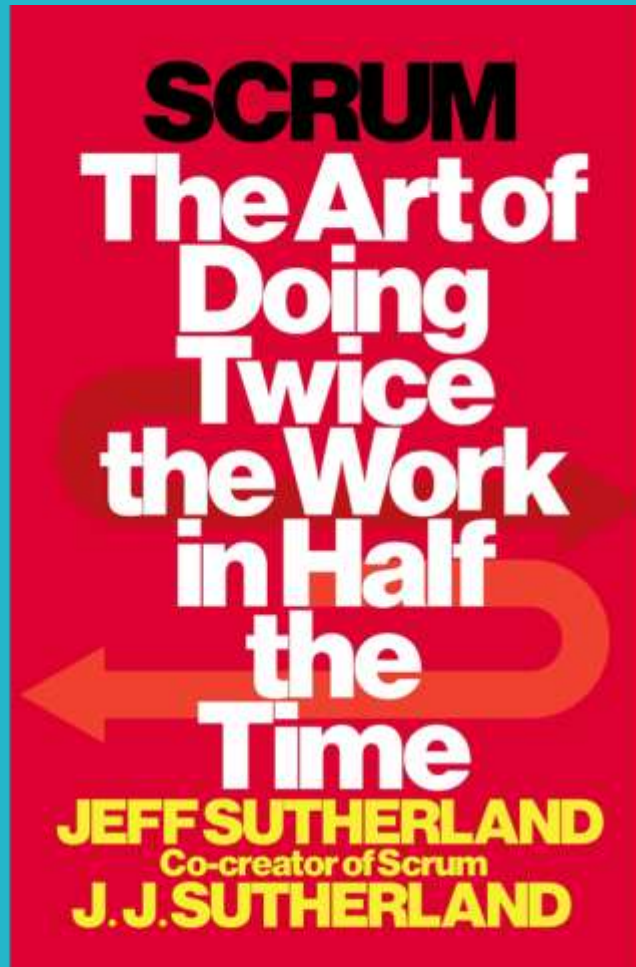


€185M

Revenue

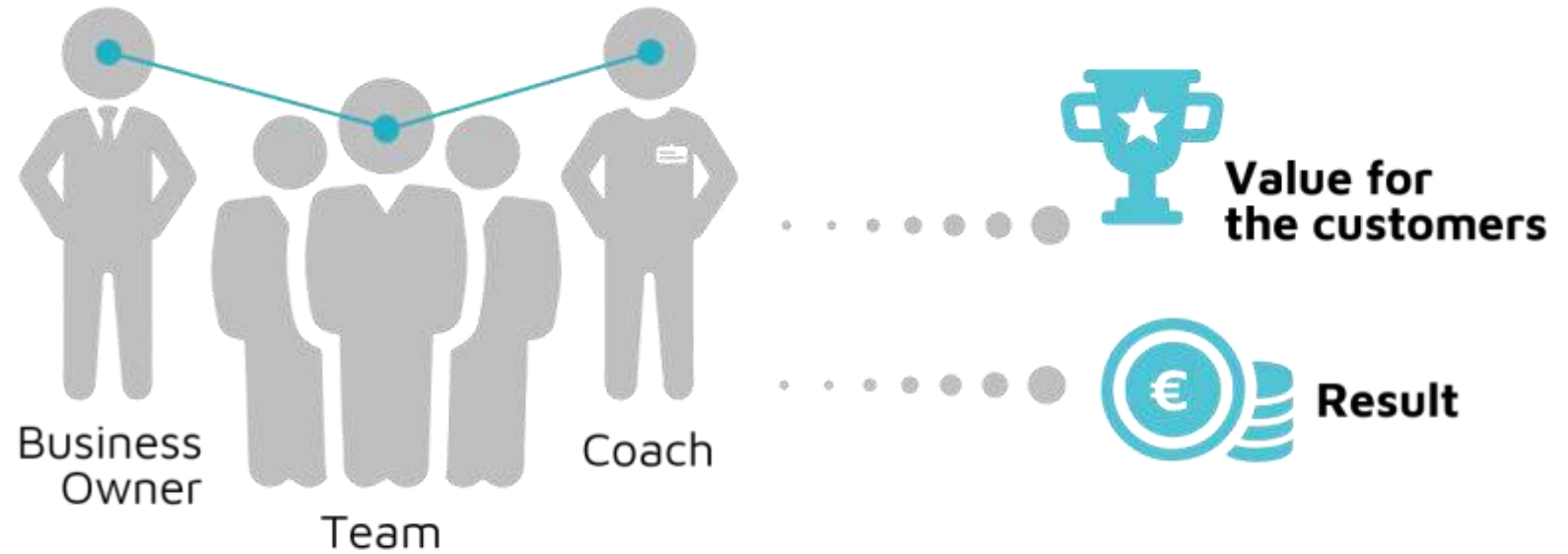
Where we began











Written By:
Jeff Sutherland

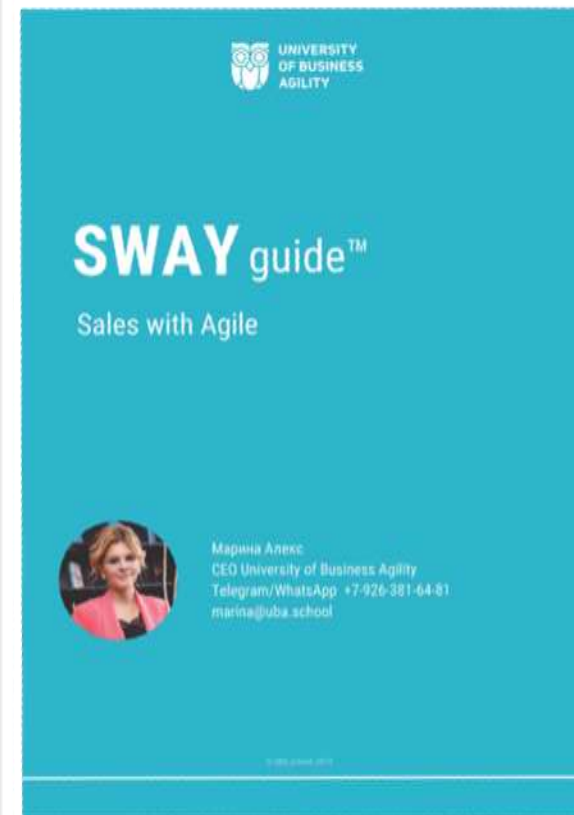
Roles



-----> **7 day sprint** ----->



Key Objectives  <p>1. Plan for sales for 3 months. 2. Plan for profit. 3. Sales plan breakdown.</p>	Strategic clients  <p>List of strategic clients. At the very top, the most important are descending. List of strategic clients from most important.</p> <p>\$\$\$ - name \$\$ - name \$ - name</p> <p>Our actions:</p>	Key messages & Value Proposition  <p>1. Value proposition. 2. What kind of pain of our client we decide.</p> <p>Our actions:</p>	Sales Team  <p>What is the composition of the team. How much do they know the product. How to improve collaboration with other units. What do we need to improve in the sales department so that they fulfill the plan.</p> <p>Our actions:</p>			
Growth  <p>1. New customers. 2. New markets. 3. New territories. 4. New sales. 5. New channels.</p> <p>Our actions:</p>	Upsale  <p>What do we offer existing customers.</p> <p>Our actions:</p>	Innovation  <p>What processes do we need to change to be faster.</p> <p>Our actions:</p>	Opportunities			

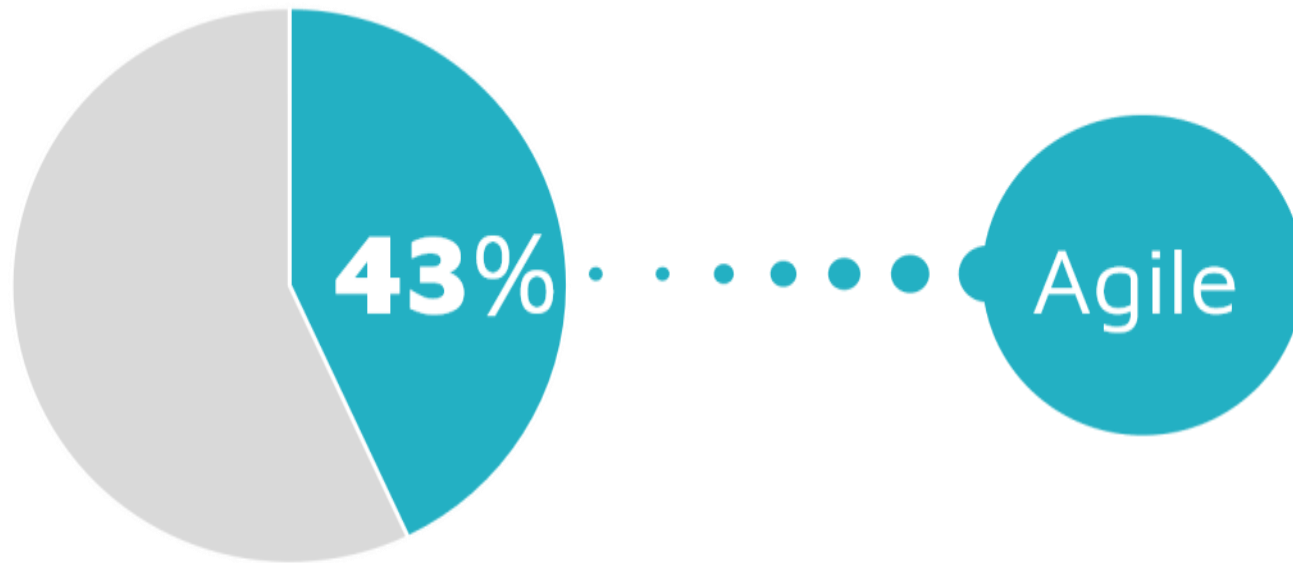


Scrum framework requires a Product Backlog.

The SWAY system incorporates a list of business goals, reset every 3 months, with a focus on creating value for the client.

Agile in sales was our solution

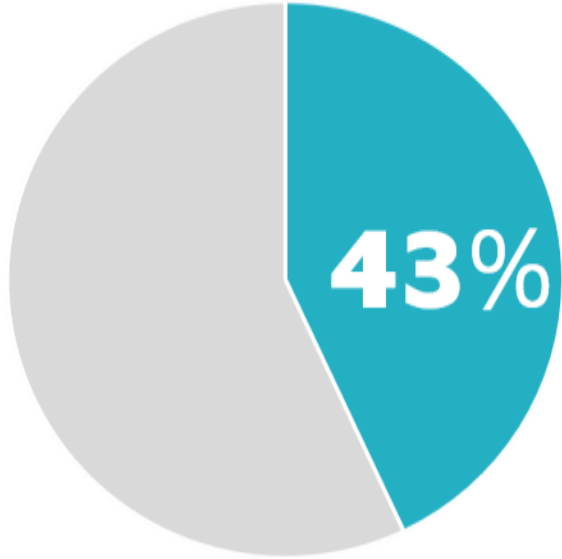
100%



Worst sales department as
AGILE pilot team

but...

100%



Worst sales department as
AGILE pilot team

Agile

AGILE
CRISIS

The most important part
of AGILE transformation

AGILE is a 
mindset
,not a magic pill or a tool

All changes
start from
within.

Other difficulties

1

Didn't know how to be a team

2

Managers didn't trust their teams

3

Focus was on sales, but not on customer satisfaction

4

Lack of collaboration with other departments (e.g marketing, IT, and logistics)

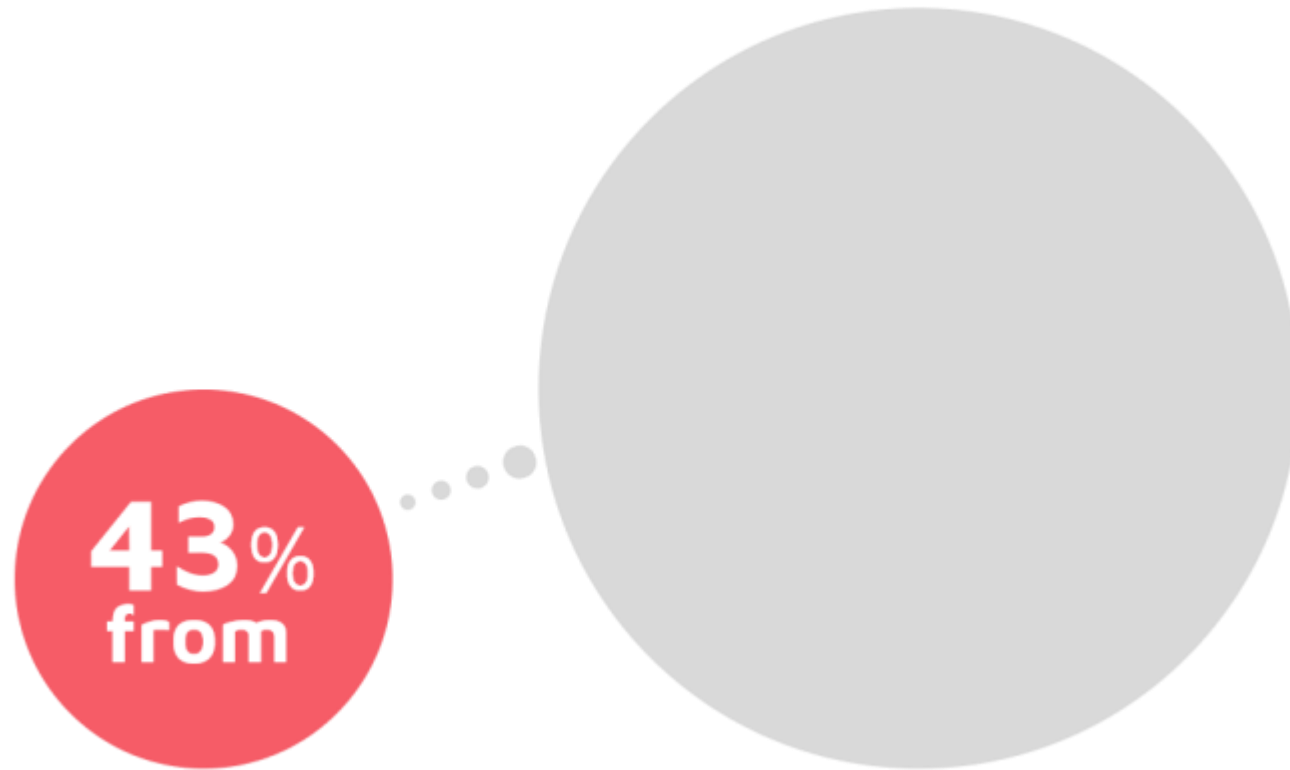
Common goals

increased sales

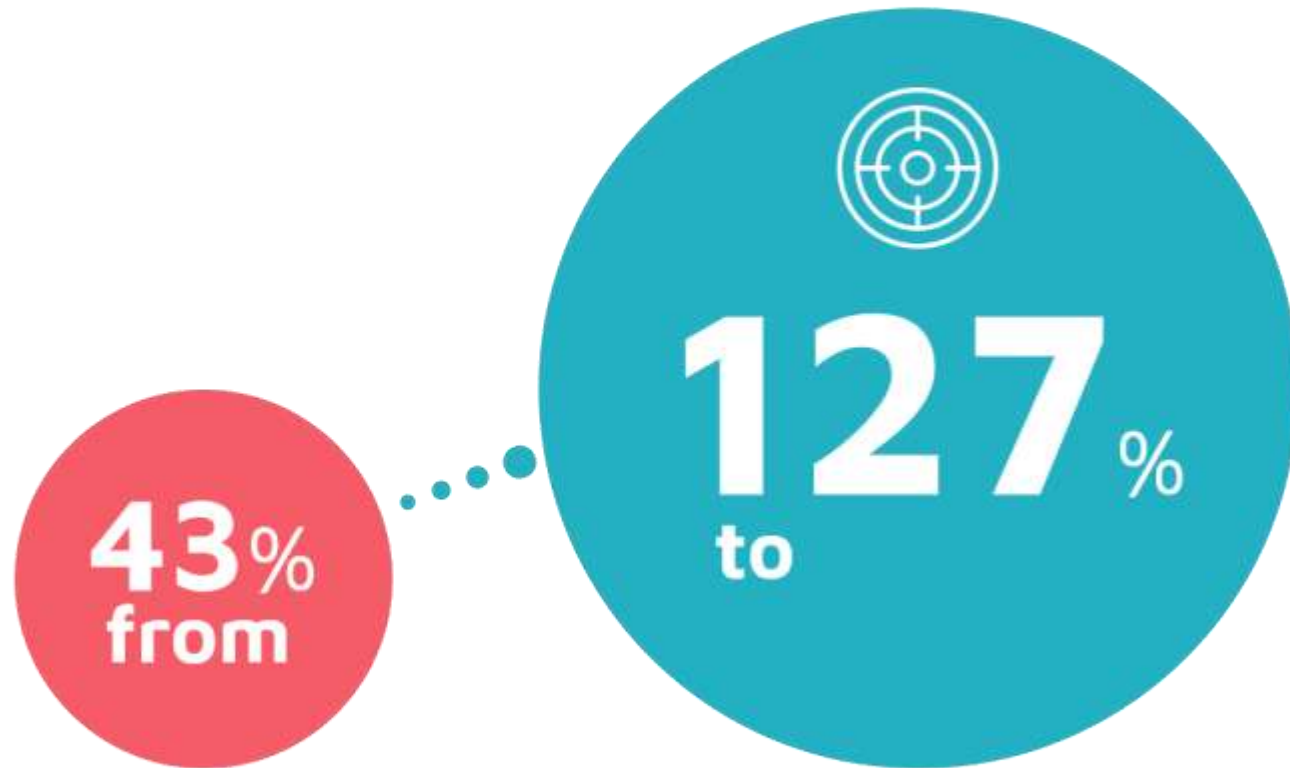
Having
a self-organized team
guided by the same
goal increases sales.



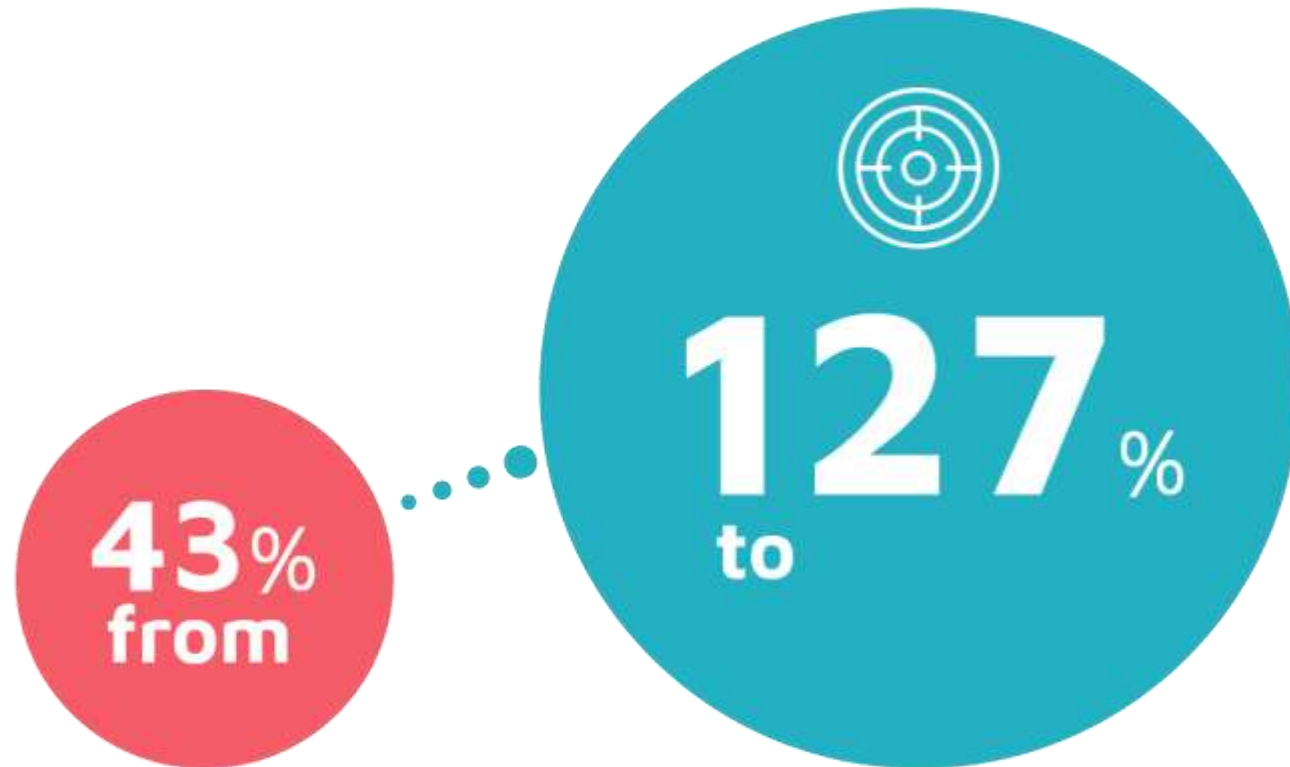
With a common goal



With a common goal



With a common goal



AGILE SALES TEAMS

made more than

€ 85,000,000

for the company

The same
people

The same
company

The same
budget

=

**Triple
the
output**

but...

Different
mindset.

Continuous improvements

Each
agile
sales team
created
more than

3 Innovations per year

Agile in sales

**Increases
profits and
makes
business run
better**



Real results

127%

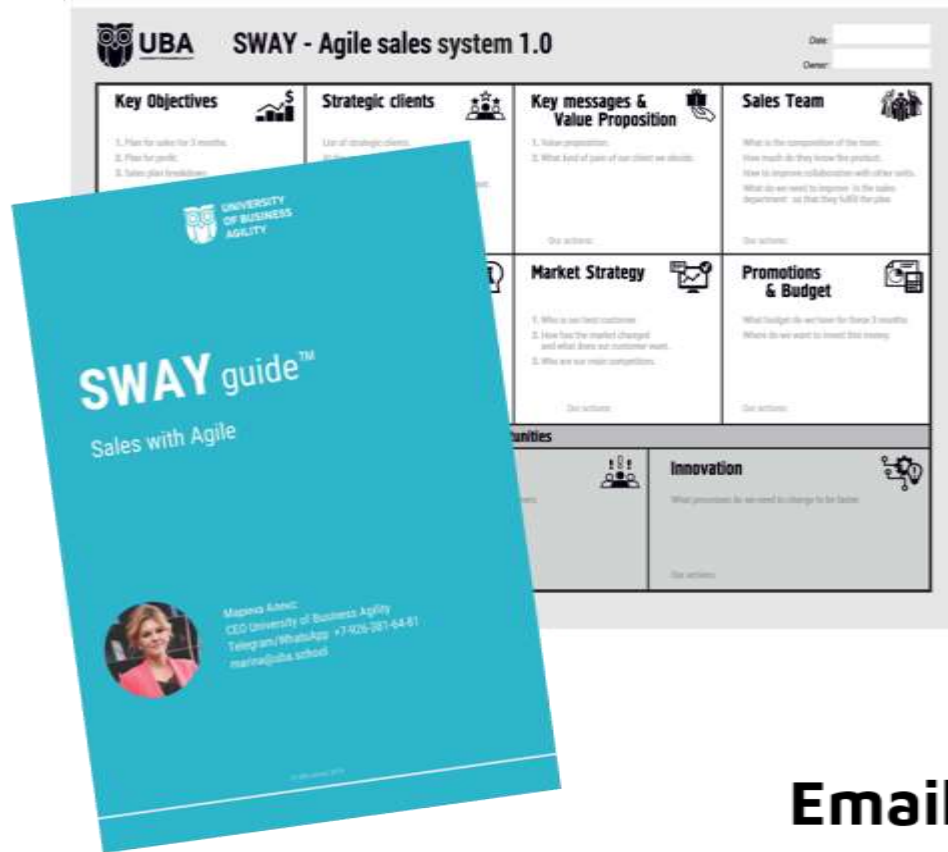


Customer focus

leads to repeat business
and creates a
competitive advantage
that **IS HARD TO COPY**

= SUCCESS

Conclusions:



**Email me
to receive
a free copy of the SWAY guide...**

- Agile is widely believed cater only to IT, yet it is an essential mindset for business altogether.
- Agile transformation can be measured in money. To accelerate Agile changes, you must engage sales and marketing from the start.
- SWAY helps to achieve sales goals due to self-organization, cross-functionality and a value-based approach to the client.
- Scrum framework include Product Backlog, SWAY incorporates a list of business goals, with a focus on creating value for the client
- Agile is not a magic pill; it takes at least 6 months to modify thinking of associates.
- Weekly Retrospective in sales leads to about 300 improvements for business per year, and that's just one team!
- Agile in sales allows the company to gain a significant competitive advantage which is difficult to copy.



Marina Alex / Agile sales expert
marina@uba.school