

Agile in Sales

Why Do You Need Agile?

Marina.A.Sim

MARINA SIMONOVA



Agile sales expert. Certified Business Agility coach

Certified coach (ACSTH, ACC);

Professional Scrum Master (PSM);

Certified Scrum Product Owner (CSPO);

Certified Scrum&Scale Practitioner

- ✓ Has an experience in transforming companies to Agile with more than 1000 employees.
- ✓ Launched more than 170 Agile teams.
- ✓ Has a 10-years experience working as sales director in top 5 Russian finance companies
-
- ✓ Co-author of Lean Agile Marketing book. London 2017.

Why Do You Need Agile?

Extra 1 300 000 \$

A man in a dark suit and tie is shown from the chest up, holding a pen and drawing a white line graph on a transparent grid. The grid is overlaid on a blurred background of an office. Various business-related icons, such as a bar chart, a pie chart, a document, and a mail icon, are scattered across the grid. The text 'To earn more!' is prominently displayed in the center, with 'more!' highlighted in a blue box.

To earn more!

— To stay afloat (owners)

— To stay afloat (owners)

— Help people take
responsibility

- To stay afloat (owners)
- Help people take responsibility

— To stop the turnover

- To stay afloat (owners)
- Help people take responsibility
- To stop the turnover

— To be trusted

- To stay afloat (owners)
- Help people take responsibility
- To stop the turnover
- To be trusted

I'm not in business, we want things
to go well.

A person is seen from behind, looking at a wall covered in various sticky notes and diagrams. The person is wearing a grey and black striped sweater. The background is a wall of white paper with various diagrams, charts, and handwritten notes, suggesting a collaborative workspace or a brainstorming session.

7

Steps to Building Agile Sales

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

**Find the right people
support.**

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

Who will it be? Volunteers, money

Aspirations together cross

Pilot Team Sales and

Marketing team.

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— To know Agile values

EXPLAIN THE grounds

rules

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— To know Agile values

— To understand frameworks

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

- To know Agile values
- To understand frameworks

— To create your own 3 months Backlog

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

- To know Agile values
- To understand frameworks
- To create your own 3 months Backlog

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

Team which works as a decision maker who
wants to build the agile go also a the
help to make it super efficient.

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

The whole company
Pilot team
observes the pilot for
three months

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— The whole company observes the pilot for three months

— **Use one week sprints**

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— The whole company observes the pilot for three months

— Use one week sprints

— Reveal ineffective processes

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

Top-managers need to decide if
the company needs Agile
Return transformation.

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— Launching Agile Culture **Scaling** in all sales divisions

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— Launching Agile Culture in all sales divisions

— **Creating internal Agile Sales**
in the company

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— Launching Agile Culture in all sales divisions

— Creating internal Agile Sales in the company

— **Company profits grow**

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

— Launching Agile Culture in all sales divisions

— Creating internal Agile Sales in the company

— Company profits grow

— **Clients are more satisfied**

Step 1.

Step 2.

Step 3.

Step 4.

Step 5.

Step 6.

Step 7.

Launching Agile Culture in all sales divisions
#Lifehack: Start a group on

Facebook to share Agile

information and discuss

effective frameworks



**Easier Said
Than Done**

Agile transformation will take
Be clear about why you
time but the result
are doing it
is worth it.




Why do you
need **Agile?**



Marina.A.Sim

 marina.a.sim

 marina@uba.school

 +79263816481

Regarding all other

question see me.