

Agile in Sales

Why Do You Need Agile?

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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
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- ✓ Co-author of Lean Agile Marketing book. London 2017.

Why Do You Need Agile?

Extra 1 300 000 \$

A person in a dark suit and light-colored tie is shown from the chest up, holding a pen and drawing a line graph on a transparent grid overlay. The grid is semi-transparent and covers the entire image. The background is a blurred office setting with desks and chairs. The text "To earn more!" is centered over the image, with "To earn" in white and "more!" in white text on a blue rectangular background.

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 to do things
I want to do things
when it goes well.

A grayscale background image showing the back of a person's head and shoulders. They are looking at a wall covered in numerous sticky notes, diagrams, and sketches, suggesting a collaborative workspace or a brainstorming session. The person is wearing a striped sweater.

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 ground

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 create a vision and who
wants to create a team that is efficient and
helps 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
No
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

— Creating Internal Agile States in the company

— Company profits grow

— Clients are more satisfied

A black and white photograph of a person with long hair, wearing a button-down shirt, sitting at a desk. They are holding a pencil in their right hand, resting their chin on it in a thoughtful pose. The desk is cluttered with papers and a laptop is partially visible in the foreground. The background is blurred, showing what appears to be a bookshelf.

**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?



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Regarding all other
question see me.