

A new

FRAME OF MIND.

Not a new METHOD.

**Top
Management**

**Strategy and
Planning
Processes**

**Sales
System
Management**

**Middle
Management,
Professionals**

**Sales
Process
Management**

Processes

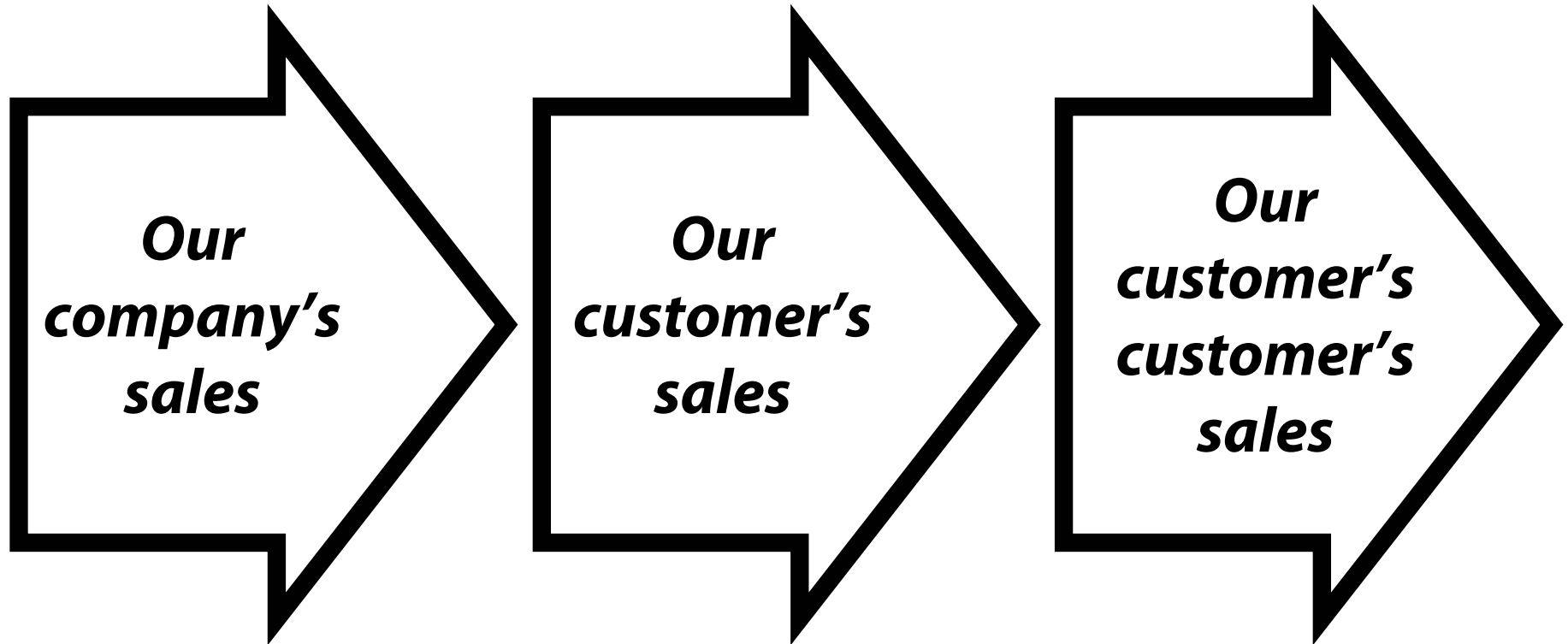
System

- ***Profound understanding of sales as a system***
- ***Expand the scope of managing sales***
- ***Redefine the goal and task of managing sales***

***All people, functions, rules and
political processes
which influence how much a
company sells.***

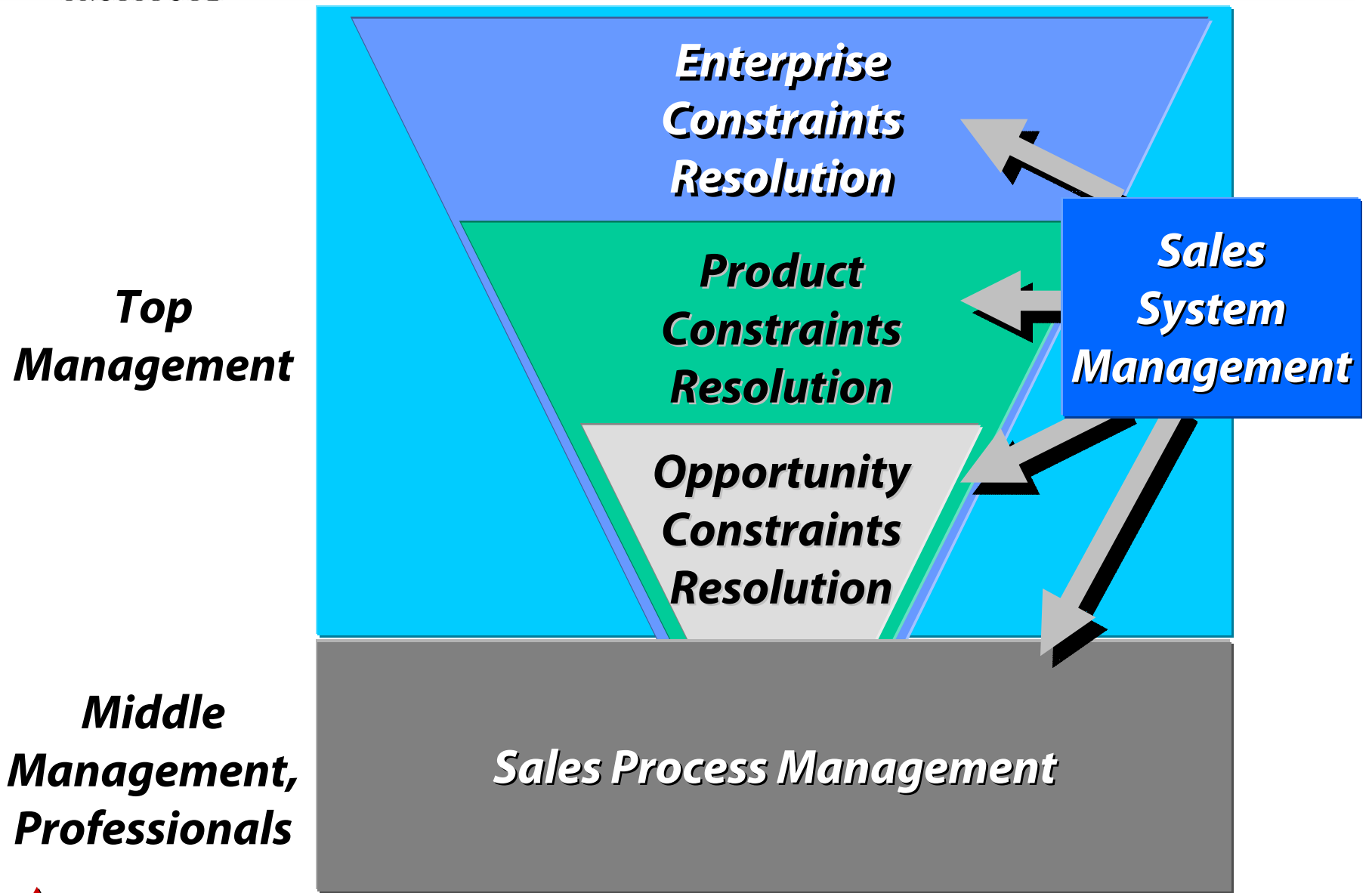
NOT:

***the sales department, the sales people, a computer system, a reporting
system, an account management system ...***



***Sell more today,
than yesterday.
And sell more tomorrow,
than today.***

Growth. Not: quota achievement.



**60% of actual opportunities
not found
by the “classical”
sales processes**

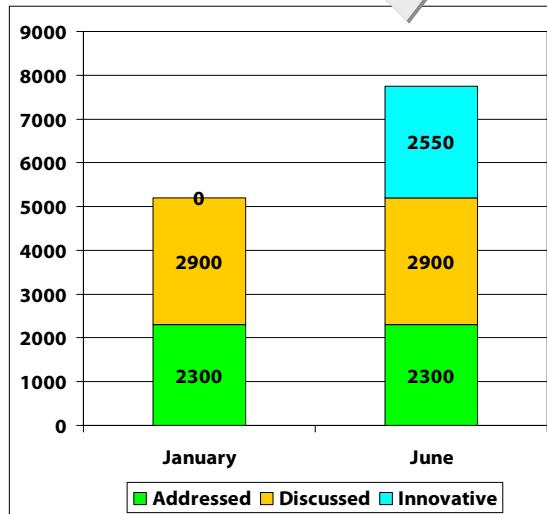
**40% of actual opportunities
found by the “classical”
sales processes**

**75% of actual opportunities
blocked by policies
of the
sales system**

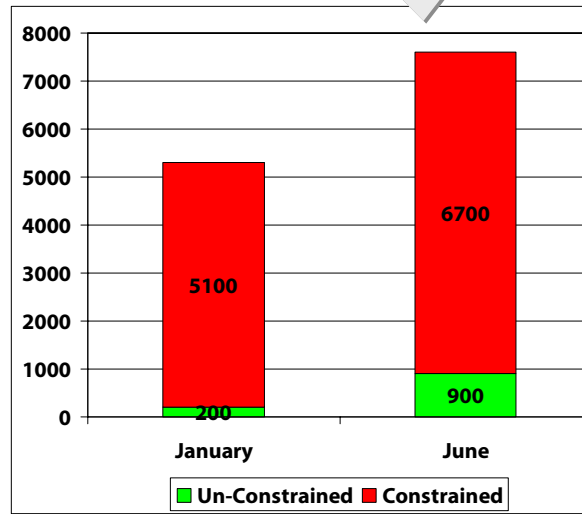
**25% of actual opportunities
addressed by the “classical”
sales processes**

Results – Resolving opportunity constraints

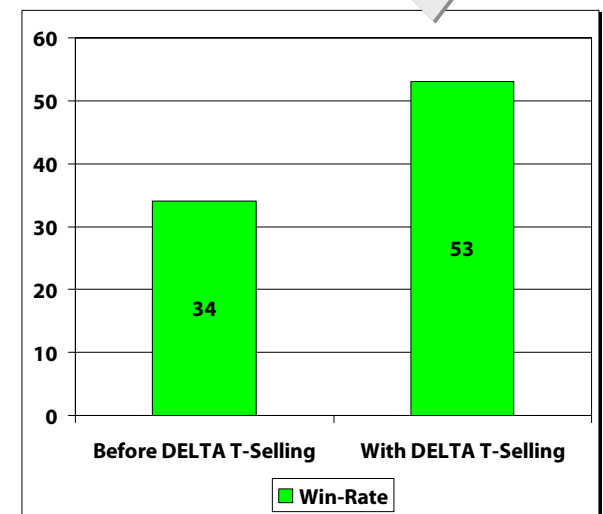
**32,9%
new opportunities found**



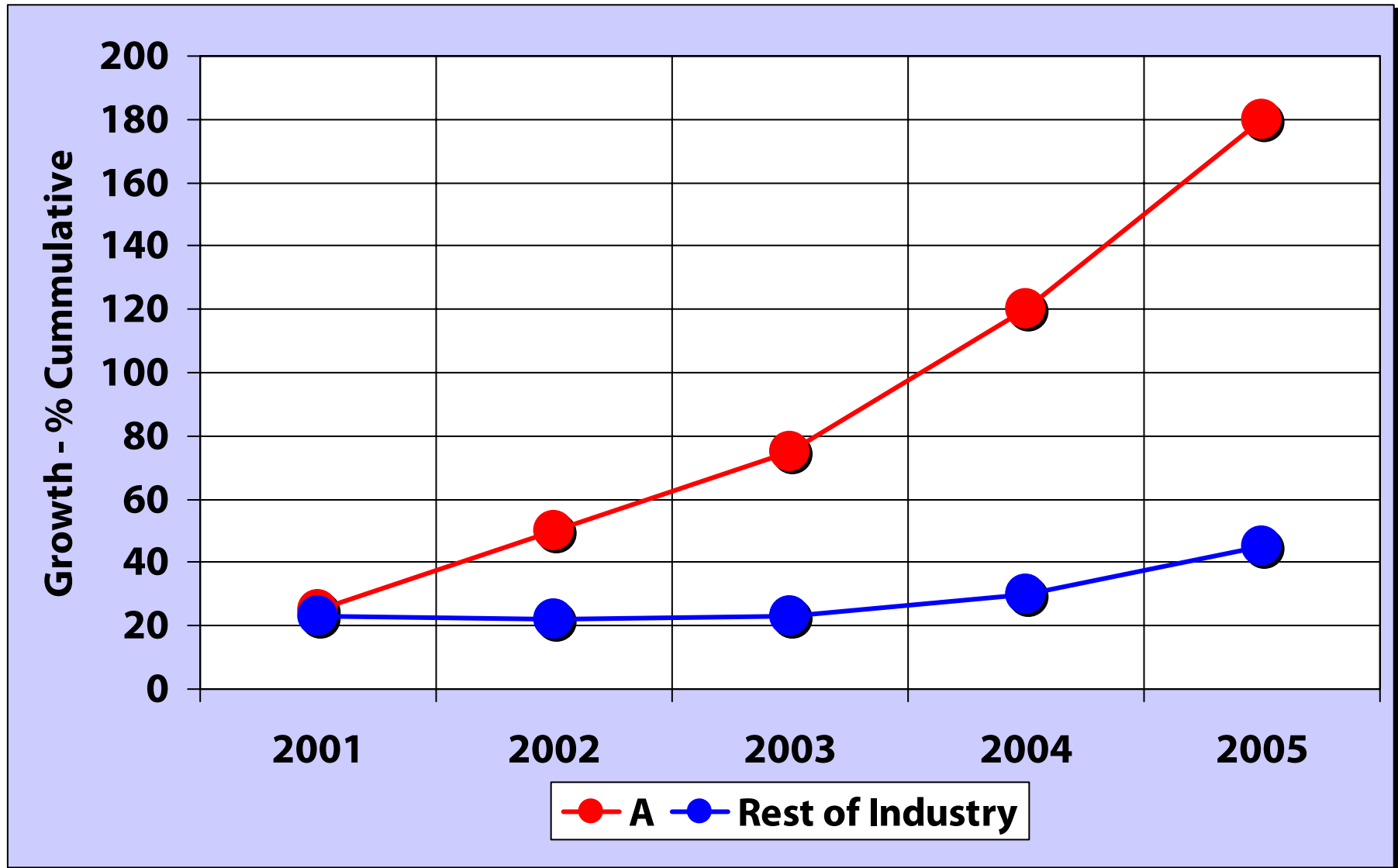
**4,5 times
more opportunity in the
T-Zone**



**55% increase
in win rate**



**More opportunity found + More in the T-Zone + Higher Win-Rate
= Business Growth**



- ***Profound understanding of the sales as a system***
- ***Expand the scope of managing sales***
- ***Redefine the task of managing sales***



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***Survival
is not mandatory.***

E. Deming