

Sales Excelerator

The race for the highest output: more sales, lower costs

- More than 80% of customer contact is commercially unutilized
- Is your marketing output also your sales input?
- How do you convert complaints into sales?
- How much unused potential does your customer base contain?

Excellent and fast

It is an open secret that the cooperation between marketing, sales and services often leaves a lot to be desired. There are countless examples of marketing campaigns for particular services that were well under way before the back offices had been fully set up. Especially now that market developments are taking place faster than ever, it is time not only to better attune marketing, sales and services to each other, but also to make sure that their joint activities are both excellent and fast.

Performance formula

Turnover is determined by four components: the number of opportunities that represent a certain value (or deal size), and the way in which a certain conversion (or win rate) is achieved. This calculation, divided by the length of the sales cycle, translates into turnover.

$$\text{€} = \frac{(\# \text{ Opportunities}) * (\text{Deal Size}) * (\text{Win Rate})}{(\text{Length of Sales Cycle})}$$

If you succeed in improving each of the components by only 5%, your company will generate as much as 22% more turnover.

Sales Engine

The cooperation between marketing, sales and services determines the end result. An organization may excel in each of these processes, but if the link between the processes does not run smoothly, the total result will leave much to be desired.



Experience shows that intersections A to E offer the best potential for improvement.

Sales Excelerator

TOTE-M uses the Sales Excelerator to optimize your sales. With the Sales Excelerator you will gain insight into how and to what extent you can improve your sales and how you can reduce the cost per sale. Owing to the great experiences we have had with the Sales Excelerator, we work, if desired, according to a bonus–malus system.

Interested?

Please contact us at +31 (0)20 420 77 80 or send an email to nl.salesexcelerator@tote-m.com

Personal

Customer Relationship Management. Customers are becoming increasingly articulate and self-confident – and they like to keep control. Therefore, a simple customer contact no longer suffices; you must build and maintain a *relationship* with your customers.

Memorable

Customer Experience Management. Customers expect you to do more than just meet their needs; if you don't exceed their expectations, you might lose them to the competition. Retain your customers by offering them an *experience*.

Enduring

Customer Life Cycle Management. People used to stay with the same bank at which they opened their very first account, but today the average consumer has two or more bank accounts. The same trend applies to telecom and retail companies. Build an *enduring* relationship with your customers and prolong the life cycle.



TOTE-M makes your company more successful by implementing customer management. Leading international companies like T-Mobile, AEGON, Brussels Airlines and Carglass already sought our services..

