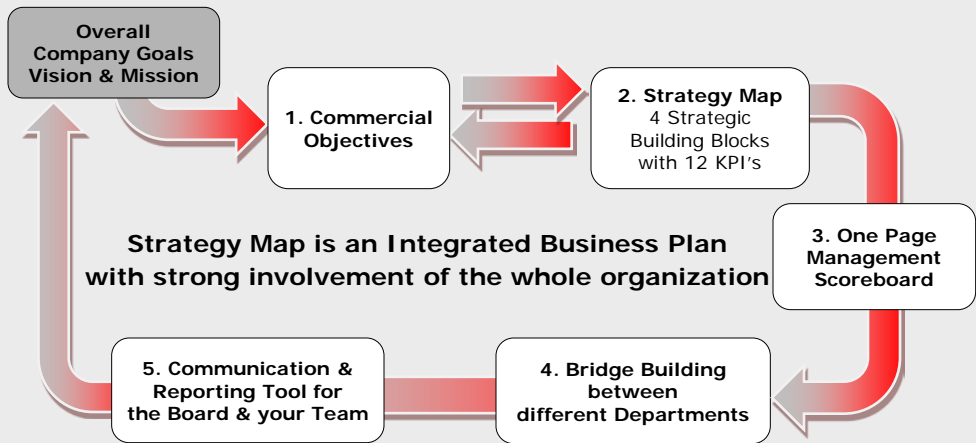


# Strategy Map for Sales Organisations

Sales Management

The Strategy Map will give:

- A Clear View of your Commercial Vision
- A Direct Communication Tool, top down and bottom up
- Maximizes your time with your Sales Team and Focus on your Business
- Bridge Building with HR – Marketing – IT - Services



During the seminar we go through the five steps with Real Life Examples and Exercises. At the end of the seminar, you will have your own Strategy Map.

## The Five Steps are:

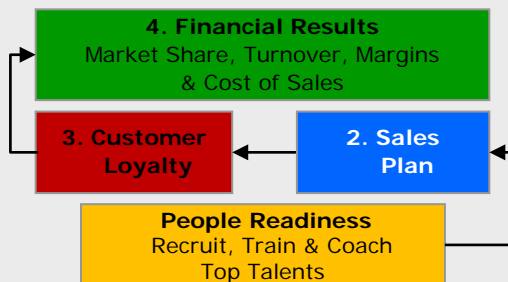
### 1. Align Overall Goals & Sales Ambitions

*Choose your Direction*

- Starting Point: International Budgets
- Overall Goals: EBITDA
- Specific Goals on B.U. level: Turnover, Margins & Cost Efficiency, Customer Partnerships & Loyalty, ...

### 2. Create your Sales Strategy Map

*With 4 Strategic Building Blocks & 12 KPI's*



- Use the Balanced ScoreCard methodology to construct your Sales Strategy Map & to fine-tune your ambitions.

### 3. One Page Management Scoreboard

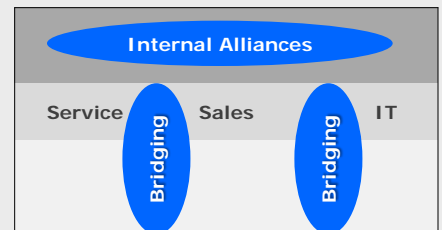
*Keep it simple and workable*

- Select KPA's that drive the strategy
- Measure each KPA with only 3 KPI's
- Construct a 'Ready To Use Cockpit' with Targets, Strategic Drivers & Progress

### 4. Bridge Building - Integration

*Involve Different Departments, all noses in the same direction*

- TEAM: Together Everybody Achieves More



### 5. Communication & Reporting Tool

*to the Board & to your Team*

- User-friendly and always up-to-date
- Strong involvement of the MT, the board members ... and your Salesmen

