



Expanding your Commercial Power

You pursue increased results and growth in customer relation cycles... Right?

Sell gas at a spot where trucks and cars head out into the wilderness and you'll need very little commercial power: You *will* have customers... *and*... competitors.

If you focus on outperforming your competitors and/or improve the efficiency of your sales organization you are not creating sustainable performance. When pursuing commercial power expansion, our focus - besides the obvious efficiency improvements - is on mobilizing passion and co-creation.

Our focus: Co-creation with Customers; Product & Passion; Tailoring; Your ROI

Business Spirals regards co-creation, innovation and pure passion as the key components of sustainable commercial performance. Your entire organization needs to (re-)learn to think from a genuine customer-satisfaction perspective: Selling with the passion to help make customers succeed.

Services organizations, heads of educational institutions, accountants, manufacturers, bike repair shop owners... They all share the same challenge: Deliver added value! The sole gateway to sustainable commercial performance is structural passionate pro-active value creation.

Staged Approach with Tailored Intensity

We execute every commercial project in stages - with tailored intensity, depth and duration of the entire operation (from a few days to several months).

Stage 1 - Orchestrator: Analysis of your Creative Abilities and Dynamics

Utilizing the OPERA-model we analyze the interaction and dynamics of your organization. Do you have effective protocols in place that assure that product developers are consistently inspired with input from sales? Do your employees - all over your organization - share a passion to truly *want* to understand their customers and their needs? Are they trained to recognize or surface customer pain areas and co-create solutions with them? Do they coach developers with hot market feedback? Do your developers, managers and sales persons consistently interact at all?

Does your team still boast proven Creators - young or old - visionary, with sharp discernment and a reputation of out-of-the-box thinking? Are you confident that your creators, seekers and discoverers enjoy the freedom to express their creations and viable vision? Which initiative-strangling mechanisms work against them?

If creations and innovations are followed up, are they in sync with your strategy? Or are they the result of confusion surrounding your primary competencies? Do you err by scattering your attention and resources, or by pursuing fruitless acquisitions or engagement in destructive price battles?

Organizations generally (and intrinsically) manifest themselves as Integrator. We stimulate a transformation to Orchestrator: Formulating optimal routes for product/service development, implementation and marketing & sales strategies.

Stage 2 - Business Intelligence Scan

We identify and measure (non)essential and non(effective) marketing-, sales-, ICT-, process- and HRM-performance components. We interview key players in these fields and map out their perceptions on efficiency and relevance. We then run an industry-specific benchmarking routine. Using an operational management matrix and with high levels of precision we identify which components deserve change and in what sequence. Objective: Speed up and improve your pro-active response to market developments.

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Stage 3 - Analysis of your Customer Relations Cycle

Five phases, in which OPERA deepens the analysis and strengthens the results.

Value Innovation or Product Development - See Stage 1.

Targeting & Marketing - Business Intelligence Scan (see Stage 2); Segmentation; Behavior Modelling; Targeting & Results; Campaign Management; Pricing Strategies; Promotion Strategies; Profit/Loss Analysis.

Segmentation example: Do you assign your top staff members to your *top* clients (conservative/reactive) **or** to your *most promising* clients (proactive/creative)?

Sales Account Management - Sales Forecasting; Lead Management; Bid and Quote-Management; Pipeline-Management; Cross-selling; Personalization; Order Management.

Superior Customer Experience - Pre-sale experience; Fulfilment; Interaction Management and Support; Queue Management and Escalation.

Retain and Regain Customers - Share-of-wallet Analysis; Loyalty program Management; Retainment Management; Regain Campaigns; Co-makership; Customer Knowledge Scan (see Stage 2).

Stage 4 - Acceleration of the Weakest Links in your CR-Cycle

Utilizing the findings and certain components of Stages 1 through 3, we accelerate the weakest links in your Customer Relations Cycle. OPERA enhances your sustainability of the resultant organic vitality.

Toolbox categories:

Creation/Relation-dynamics courses (through our daughter EIMD) enhance the creative powers of your team; Brand-Building; Customer Equity Building; Customer Facing Operations; Leading Indicator Measurement; Sales Strategy and - Organization; Frontline-training of your sales team; Workflow and Key Performance Indicators; Sales roadmap and the HRM Scorecard; Best Practices in your industrial sector (national/international); Project Management and Quick Wins, Cost savings; Turn-over growth; Competence-, Capacity-, Know How- and Performance Management; Sales skills and behavior.

Stage 5 - In-depth Transformation of Marketing & Sales Performance

We invite talented co-creators (existing team members or external experts) to accept responsibility for some highly focussed projects: Product innovation; Reactivation and co-creation of new products/services; Internal/External Sales Processes interface improvements; Development of effective Customer Loyalty Programs; Innovation of Account & Opportunity Planning and Management; Implementation of means to enhance Competence Management.

Your Short-Term Results:

Experience evidences that revitalization of the weakest links within your Customer Relations Cycle delivers an ROI of 1 to 4,5% in the first year. Business Spirals OPERA-enrichment raises this percentage and boosts sustainability.

Your Long-Term Results:

We regard co-creation, innovation and pure passion as the key components of sustainable commercial performance. By addressing and enriching your creative and innovative abilities, you effectively open the door to long-term sustainable competitive performance and double-digit ROI.

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