

“The Benefits Of Metric Driven, Standardized Processes and Managing to Them”

Harvard Business Review recently posted an article entitled “What Your Sales Manager Is Up Against”. The report, created by CSO Insight partners Barry Traylor and Jim Dickie, focuses on the challenges faced by sales executives and how they are responding. According to the data from over 1200 Sales Executives Worldwide, 85% reported the key challenges they face are increases in product-line breath, product complexity *and* participation in new markets.

These Sales Executives are focusing on a number of initiatives to improve performance and adapt to these changing market conditions, including the revision of sales processes.

This endeavor is not a new one to meet the demands of a changing market place. Many organizations not only revise but completely change the organization’s sales process. Unfortunately, a significant number of executives that are planning to revise the sales processes report that less than half of their sales force uses the current processes that are laid out as the standard. Traylor and Dickie report that, based on their years of working with many sales organizations, they find there are four levels of process adoption:

- Level 1 – Organizations that lack a single standard process
- Level 2 – Organizations that have adopted a process but don’t manage to it
- Level 3 – Organizations that manage to a process but only monitor backward looking data and are unable to effectively adapt to changing conditions.
- Level 4 – Organizations that dynamically monitor and provide feedback on use of standard processes.

Level 4 organizations outperform competitors by a “huge” margin in the following categories:

CATEGORY	IMPROVEMENT*
Accurately target prospects	75%
Properly qualify leads	110%
Effectively present features and benefits	61%
Effectively cross and up sell	185%
Sell value and avoid excessive discounting	143%
Effectively introduce new products.	103%

* % increase of the number of Level 4 companies reporting ‘world class’ ability over Level 1 – 3 companies

Trailer and Dickie report that that gap between Level 4 companies and their competitors is especially impacted with the integration CRM systems.

Adventace was founded with the objective of helping our clients attain the level 4 status through the products and services of our *enterprise-wide sales and sales management system*, the High Performance Sales Environment (HPSE). The HPSE enables our clients to effectively implement, vigorously monitor and proactively manage the use of proven processes. Management of the processes has been automated with the release of Adventace SMS, an application currently available on Salesforce.com’s appexchange site.

Purchase the complete Harvard Business Review article [here](#)
[Contact Us](#) for more information about Adventace and the HPSE.