



Sales Culture Adoption and Control



The great risk with the implementation of a new business strategy is that it is not adopted by the organisation. The traditional methods of communication and training to implement strategic change into sales and marketing are the issues at fault. Traditional methods are slow to implement, are hit-and-miss with new product success, fail to map product value onto the market via sales, are unable to connect behaviours to outcomes and invariably provide poor communication between R&D and field sales.

Hot Rivet's sales culture models enable Business Process Management (BPM) to be applied across sales and marketing. BPM is a structured approach to manage and continuously optimize an organization's activities and processes. The objective is to increase employee and customer value through innovative, flexible and efficient orchestration of a business's process environment.

In partnership with Nimbus, and using their Control-ES software, Hot Rivet have developed a robust BPM platform in the form of an *on-line sales operations manual* for the successful adoption and day to day control of Sales Culture that -

- people will use day-to-day regardless of their sales methodology preference
- has a commonly understood language
- can be viewed, managed and driven both strategically & tactically
- employs existing data and intelligence
- works with existing technologies (Siebel, Cognos, Oracle etc)
- enables measurement of behaviour to outcome
- delivers a single version of the truth

The integrated approach of an *on-line sales operations manual* enables an organization to communicate a common set of processes that can be used to transform and manage the performance of the business.

It seamlessly integrates performance metrics and scorecards into the Sales Culture processes being measured.

It provides a framework for mapping and measuring sales and marketing processes, and for managing and improving them.

It manages the processes, documents, resources and metrics, and all of the relationships between them.

It enables internal and external compliance and provides a structure that is eminently manageable by describing the activities, roles and accountabilities for each person involved in the process.

It dramatically reduces the time, effort and cost required to deliver effective sales strategies to the market in a controllable and accountable way.