

Agera Change



A strong sales culture

Ideas, behavior and structure

The concept of corporate culture has several names in the literature. This is largely owing to the fact that it is difficult to distinguish the concept from the activity itself. A basic definition might be: "The way we do things around here."

In practice this means that everyone in the group thinks alike and looks at life in the same way. They have the same goals and vision, enabling management to establish ideals and standards, get the employees thinking and acting in line with these ideals and standards, and in this way steer the operation.

Characteristic of strong cultures is that management's values are in synch with employees' values.

A strong sales culture is one of the most key organizational factors in an effective sales operation.

Agera Change

Step-by-step development process:

Feasibility study (1-2 days)

- Goals, expectations; interviews

Leadership development (2 days)

- Link to our strategy, goals
- Change management, tools

Workshop 1 (1 day)

- Change, ideas and action
- Selected truths, impediments
- Tools; homework assignments

Workshop 2 (half day)

- The strategic plan
- What do we do well, what we should stop doing

Workshop 3 (half day)

- Good examples: applaud the best
- Custom development plan
- Goal achievement (half day)
- Evaluation, ongoing development

Increased sales efficiency

A strong sales culture raises the performance level. Agera Culture enhances, with greater safety and specificity, the level of:

- Satisfaction with employment conditions
- Job satisfaction and work enjoyment
- Team spirit
- Role perception
- Brand representation
- Pride in the company
- Passion for the job
- The habit of aiming high
- Participation in the shared determination to achieve strategic goals