

# Agera Diligence



## Get the facts, boost sales efficiency

### Taking a close-up view

Sales effectiveness consists of two things: productivity and value generation.

Sales productivity reflects the content and the pace of the sales process. Improved sales productivity lowers transaction costs, which in time will boost competitiveness. In practice, this means that sales people who make many calls help ensure sales productivity. As do sales channels that generate low order costs.

Essentially, generating value means the particular way we utilize every business opportunity so that the value of each business relationship eventually becomes as high and as profitable as possible.

Sales people and processes that generate high order value and high margins and ensure that deals lead to repeat business and long-term relationships, contribute to this.

### Agera Diligence

Entails an in-depth analysis of the following focus areas:

- Demand
- Selection
- Prospecting
- Lead-generation ability
- Order value
- Recurrence

Processes and outcomes are described. The mission starts and ends with a workshop.

### Increased sales efficiency

The client acquires:

- A full understanding of the current status
- Inspiring comparison data
- Simulated results of potential improvements
- Concrete recommendations of appropriate measures
- Draft implementation plan
- An organization that inspires its employees and focuses on improvement