



# Overcoming challenges

## Challenge 2

### Reduction in performance of a sales team

#### About the challenge

Managing performances of a team can be extremely difficult, along with added pressure of the other objectives which sales leaders have resting on their shoulders.

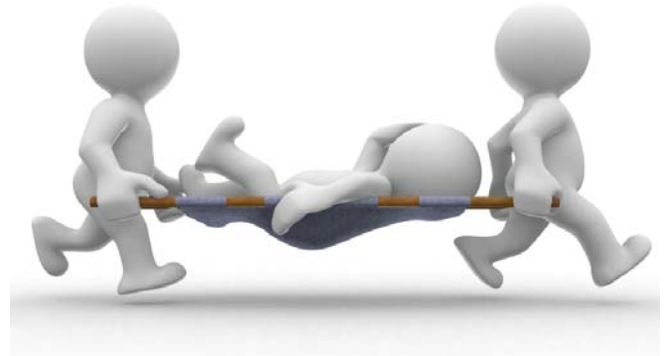
When there is a reduction in performance – often only identified when conversion rates have slipped – it is vital leaders get their teams back on track as soon as possible.

#### Common causes

There are many causes to a reduction in the performance of a sales team, the most common being:

- Training approached as a “one size fits all”
- Disjointed systems which hide the reality
- Lack of identification on exactly where in the pipeline individuals are struggling
- Lack of visibility on effort v’s outcome
- Unmotivated personnel

By implementing a system which is able to highlight individual effort against outcome, will provide leaders with a competitive edge as they can identify any issues early on and overcome the causes before they become a real issue.



#### How would i-snapshot aid in this?

It is configured to meet your objectives and ready to use on day one. This means that you can have access to reports which show where effort is being spent along with the outcome, immediately.

It is easy to use and will integrate with any existing systems, so it will resolve any problems relating to disjointed reporting tools and compliance issues.

The reports show performance levels using a number of variations, allowing comparison between individuals and groups, providing a clear visibility of where sticking points are occurring against your sales processes.

#### Mini case study - Symetra

Implementing i-snapshot provided Symetra with to influence individual performance levels resulting in fantastic results,

Shira Zuker, Sales Operations Manager tells us “I wanted to implement a tool in our division that could measure sales activity and help drive the right behaviour in the field. I wanted a solution which could give me the ability to monitor individual performance levels and help our regional managers improve their coaching of our sales team.

“Incredibly, the tools which I had come across couldn’t offer what i-snapshot does! A coded message at the end of each sales call? It sounded too easy! Surely it couldn’t provide the in depth information which I needed?” Shira

discovered that its ease of use had benefits, and that the coded message could capture more than she could have anticipated.

“i-snapshot is improving our ability to track field sales activities, so we can then identify where training requirements are needed to then coach.”

She goes onto say, “We can also identify ‘master practitioners’ on the team and understand what they are doing well so that we can coach our ‘average’ performers and improve the overall effectiveness of their calls. 12 of the 15 reps who are on the team now are meeting their activity standards with 9 of them meeting and exceeding their goals. In current marketing conditions I would say this is a great result.”