Sales Solutions for Manufacturing: Make the most of your sales team

Sales Solutions helps manufacturers achieve revenue growth by maximizing their salesforce effectiveness—increasing customer conversions, selling more to the install base, preventing churn, and optimizing coverage.
Sales Solutions helps manufacturers empower the front line with skills and tools to sell more effectively and drive revenue growth.

Top sales leaders are increasingly using data, rather than intuition, to make strategic decisions about coverage, talent, and forecasting.

However, it’s difficult for a company to objectively assess its team’s capabilities, analyze the productivity of its reps, and identify areas in which it’s falling behind. As a result, sales managers end up taking a manual approach to assigning reps, and often forgo capability-building altogether.

Sales Solutions solves this problem. We help sales leaders in manufacturing companies optimize their team’s efficiency and productivity across three areas:

Organizational capabilities
Our diagnostic tools assess a team’s commercial performance and benchmark the capabilities of its front line sales. Through detailed skills gap analyses, we help leaders identify areas of improvement and execute a change management agenda to improve their team’s productivity.

Data-driven coverage strategy
Our planning tools assess the time allocation, call planning, and productivity distribution of a sales team to automate rep deployment decisions and assign the right salespeople to the right accounts.

Strategic account management
Our dashboards provide sales managers a view of each account’s value, which accounts are most likely to churn, and which accounts have the greatest upsell and cross-sell potential.

Why Sales Solutions?
Extensive benchmarking
Our proprietary benchmarking database consists of data from 200+ corporate sales organizations. Our metrics cover sales capabilities across 170+ practices and outcomes, allowing companies to compare the most essential key performance indicators to peers.

Industry expertise
McKinsey’s global team of sales experts constantly qualify our methodology and validate each best practice we advocate. We leverage the firm’s extensive expertise in operational benchmarking, sales operations and planning, and organizational transformation to ensure our insights are accurate and effective.

KPI monitoring
Our tools allows executives to track the effectiveness of their planning, capability-building, and account management efforts in real-time to maintain alignment between sales initiatives and an organization’s strategy.

Sales Solutions for Manufacturing by the numbers:

- 7% ROS improvement
- 20 Terabytes of proprietary data
- 200+ Sales organizations in our benchmarking database

Get started
To learn more about our suite of sales solutions for manufacturing, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope.