



Sales Solutions for Services: Maximize the effectiveness of your sales force

Sales Solutions helps services companies build capabilities within the sales team, identify traits of top performers, and deploy members to the right accounts.

Sales Solutions helps services companies achieve revenue growth by increasing customer conversions and optimizing sales coverage.

The top sales leaders are increasingly using data, rather than intuition, to identify areas of potential growth and make strategic decisions about coverage, talent, and forecasting.

However, it's difficult for a services company to fully understand the value and status of accounts in the pipeline, objectively assess its team's capabilities, analyze the productivity of its reps, and assign talent to the accounts with the greatest value potential. 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 services companies optimize their teams' productivity and account management strategy across three areas:

Organizational capabilities

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

Data-driven coverage strategy

Our planning tools help front line sales prioritize the right accounts based on value potential, and enable sales managers to optimize resources by assigning the right balance of talent to each account opportunity.

Strategic account management

Our dashboards provide sales managers a view of each account's value, when accounts are likely to buy, and which accounts have the greatest potential for cross-sell and upsell.

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 continuously 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.

Sustained impact

Our experts work with your team to build the capabilities and best practice mindsets of the industry's top performers. By transforming the entire sales organization, we ensure organizations continue to improve in the future.

Sales Solutions for Services by the numbers:

5-10%

Improvement in sales productivity

3-5%

Increase in revenue growth rate

200+

Sales organizations in our benchmarking database

Get started

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