Periscope®
by McKinsey

Sales Navigator: Unlock sales productivity performance and optimize go-to-market organization

Sales Navigator, part of the Commercial Diagnostic Suite, benchmarks sales performance, cost and coverage drivers across business units, regions, and channels against peers.

Use Sales Navigator to:

— Understand how your organization and go-to-market model performs vs peers on sales effectiveness and efficiency

— Set long-term financial performance targets, overall and by BU

— Optimize go-to-market model & operational KPI targets for key efficiency drivers (e.g., rep-level quotas, support intensity, coverage, etc.)

— Identify near-term priorities for go-to-market model and performance improvement (e.g., in which business units and/or in which KPIs)

Sales Navigator helps to optimize go-to-market effectiveness and efficiency, typically leading to productivity gains of 5-10% or cost savings of 10-20%.

What is Sales Navigator

Sales Navigator is a quantitative diagnostic service to assess company-level sales performance and go-to-market organization using our proprietary database. Sales Navigator delivers deep insights into sales productivity by business unit, region, or channel, starting with sales ROI (gross margin/sales cost) and drilling down to 35 driver KPIs.

How Sales Navigator helps

Whether you want to grow profits, optimize sales coverage, set up or right size your sales organization, Sales Navigator provides a comprehensive understanding of your sales productivity performance compared with peers. Using fact-based insights, Sales Navigator enables you to quickly address sales productivity gaps and set improvement targets across your organization.

— Compare your organizational and go-to-market model internally and vs. peers on key sales efficiency & effectiveness measures, to reveal strengths and gaps

— Build alignment on targets and case-for-change

— Identify near-term priorities for capability and performance improvement (e.g., in which business units and in which KPIs)

— Optimize your long-term high productivity go-to-market model (e.g., improve channel mix, set rep-level quotas, right-size support intensity, optimize coverage, and lean out E2E sales operations etc.)

— Set granular financial performance and operational KPI improvement targets for different business units, regions and channels

How to use Sales Navigator

Sales Navigator can be used by itself, or in conjunction with other tools in McKinsey's Commercial Diagnostic Suite for additional insights. There are two versions of the assessment, depending on your situation:

— Full benchmarking of all driver KPIs along multiple dimensions such as business unit, region and channel, for use at the start of go-to-market strategy development or sales performance improvement programs

— Short pulse benchmarking of key driver KPIs at the organizational level and along a single dimension such as business unit, region, or channel, for either a quick upfront temperature check or ongoing check to assess progress of improvement programs

What we provide

— A report containing in-depth insights and analyses into Sales ROI and KPI drill-downs, with benchmarking to compare internally and against peers

— A follow-up call with McKinsey experts to review results, prioritize opportunities, and set the improvement plan

— On-site workshop support with McKinsey experts to review insights and build alignment around priorities & key initiatives

— Remote support for scoping, data collection and peer set selection

Who is Sales Navigator relevant for

— A broad range of industries, especially IT hardware, telecom equipment, services, software, basic & specialty materials, chemicals, manufacturing, industrials, electronics, energy, and consumer goods

— Suitable for large and smaller companies

— Suitable for PE funds / portfolio companies

Why choose Sales Navigator

Proprietary and proven approach

— Sales Navigator's proprietary taxonomy provides a holistic and quantitative assessment of institutional sales performance and go-to-market organization

— Deployed with 180+ companies

Rich and granular external data

— 1,400+ datasets (business units, country organizations, channels); global coverage EMEA 58%, Americas 34%, APAC8%

— All data mapped to the proprietary taxonomy

Confidential and secure

— Data is treated confidentially and hosted securely by McKinsey

— Company identity is not revealed, data is shared only in aggregated form

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Sales Navigator in numbers:

200+
Company
deployments

1,400+
Datasets in
the database

5-10%
Sustainable increase in
sales productivity

Get started

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