



Say Yes to Next

Sales Kickoff
2022

Sales Kickoff 2022

Sales Operations Strategy 2022

23 February 2022

Agenda



What is Sales
Operations



Customer
Journey



Sales
Focus



Tools

What is Sales Operations

Purpose:

To have systems and processes in place to enable our resources to deliver maximum value

Faster Sales Cycles

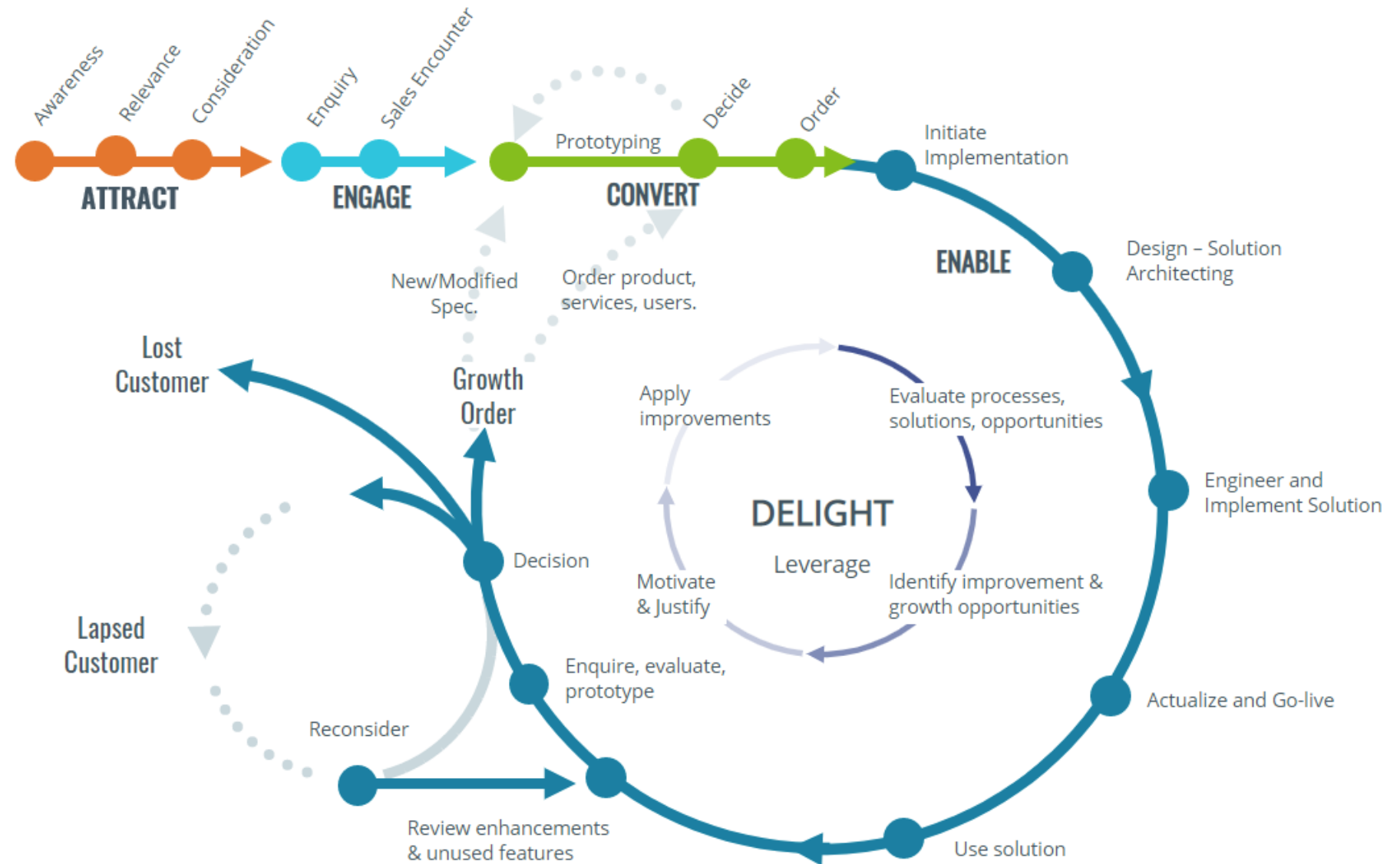
Improved Data Insights

Increased Sales Accuracy

Standardization

DEAL MANAGEMENT

Customer Journey



Sales Focus



Winning

- Sales Goals
- Sales Performance
- Sales Forecasting
- Standard Processes



Customer Experience

- Retaining our Customers
- Predict Needs
 - Upselling
 - Upgrading
- Presales / Services handover

Tools



Methodologies

- Sales Playbook
 - New Business
 - Account Management
- Deal SOP
- Customer Journey
- Customer Reference
- Global Deal

Sales Tools

- Playbooks
- Templates

Technology

- HubSpot
 - Workflows
 - Deal Management
- CPQ
- PartnerUP Portal
 - Deal integration

Data Analyst

- Sales Metrics
- Sales Forecasting
- Dashboards



Thank You

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