



Executive Overview

Helping clients win their most important sales opportunities

About Infoteam

Founded in 1990, Infoteam develops and implements a sales methodology to fill the sales pipeline, win important opportunities, and develop key accounts into strategic partnerships. Our programs are delivered around the globe in 13 languages through a network of 35+ consultants. We have improved the sales performance of more than 1200 companies in many different industries.

Sales Management Challenges

Delivering the numbers with reduced resources is one of the most challenging issues facing sales leaders today. The quality of the sales process is critical to success.

Our experience shows that deficiencies in the sales process account for 8 out of 10 losses. The most common issues include selling to the wrong people, focusing on price rather than customer value, and entering the customer's buying cycle too late.

The results are unexpected losses, inaccurate forecasts, last-minute price reductions, wasted resources and not meeting revenue targets.

Infoteam Solution

We work with management to identify sales process issues through interviews and by critically analysing recent losses. Key sales team members provide input to ensure that our solution is tailored to meet your specific needs.

To ensure that the solution focuses on the right issues we recommend assessing sales force competencies prior to conducting trainings. **Sales dna® analysis** is designed to help sales organisations gain insight into the competencies of their sales team and enable leaders to leverage this insight in their recruitment and performance management processes.

Infoteam's workshops for sales management, account managers and account teams are supported by easy-to-use tools and implementation support:

Initiating New Business – a workshop to generate qualified opportunities and fill the pipeline

Winning Complex Sales – to increase the probability of winning current and future sales opportunities

Managing Strategic Accounts – to create stronger partnerships and grow key accounts

Coaching the Sales Process – to develop sales managers into better coaches

Our hands-on workshops involve all customer-facing parts of the organisation (sales, pre-sales, consulting, services, marketing and of course, management). Participants apply concepts immediately to their own cases, helping to internalise learning, and leave the workshops with ready-to-implement action plans.

Customer Successes

By using Infoteam's services our clients achieve measurable results:

- **€100+ million deal** – in automotive instrumentation and testing systems
- **145% growth** – from 3 key accounts within 1 year in the building automation sector
- **€15 million recurring contract** – for professional services
- **OEM contract** – with major telecom carrier in hand-held computing sector
- **New Product Launch** – attaining #1 position in EMEA in business software sector

The Infoteam Difference

Concepts and Tools – that impact order intake and profitability

Innovation – continuous improvement based on what customers expect from a vendor's sales force

Flexibility – and willingness to adapt program contents to customer needs

Global deployment – through an expert network of sales performance consultants

Commitment – to go beyond training and ensure that the concepts stick