

VIRKON

Innovation & Business Excellence

INTRODUCING
COMMERCIAL EXCELLENCE



YOUR ADVISOR



12 INTERNATIONAL ADVISORS

5000 IIB ACREDITTEDED ADVISORS

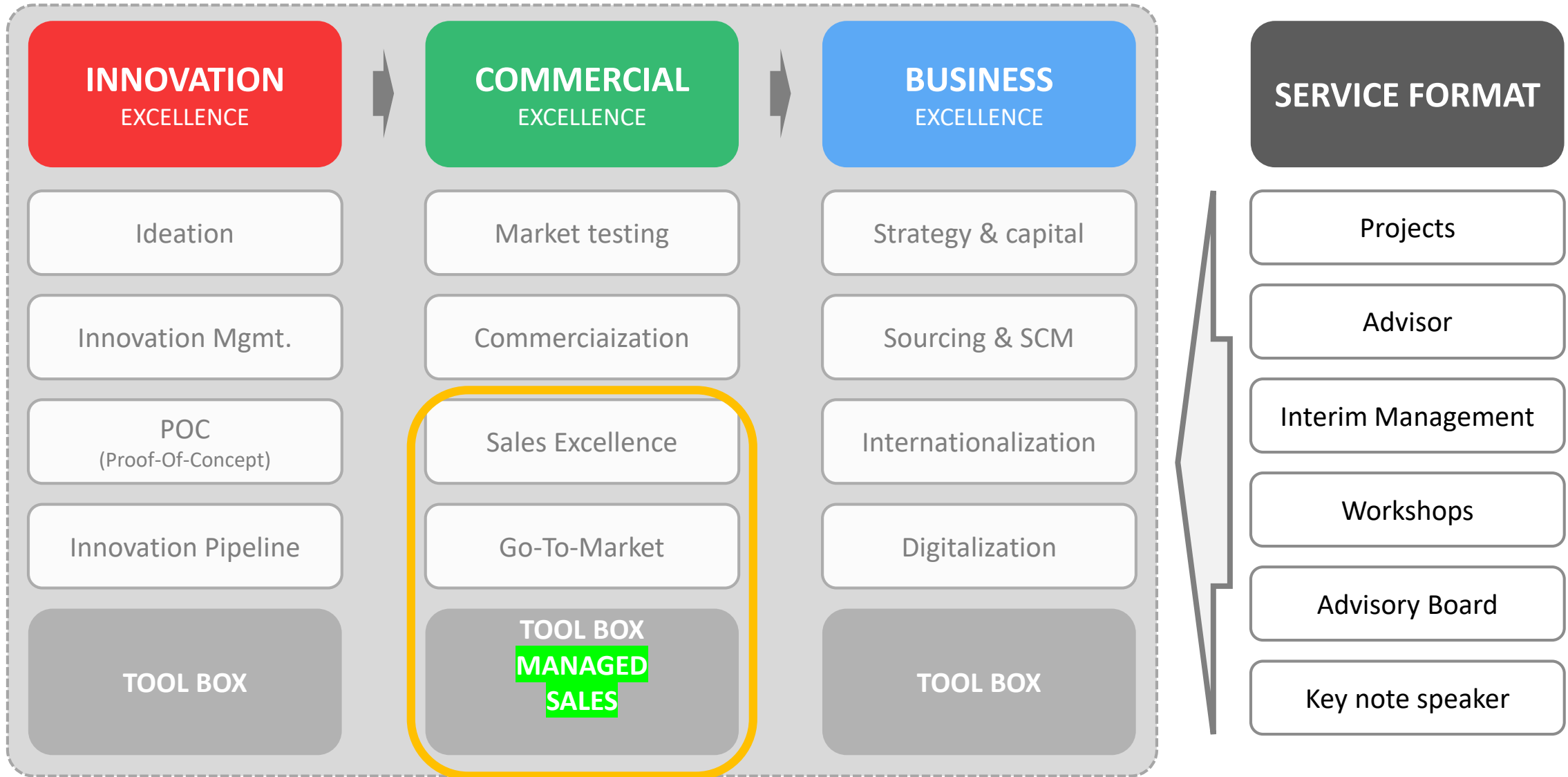


Institute of independent business

Practical advice that works

- A. Global reach with local expertise**
- B. Strategic & operational**

VIRKON SERVICE DELIVERY FORMAT



- **Sourcing & SCM Assessment** – review and validation of current sourcing policy and supply chain set-up. Identification of alternative scenarios.
- **Digitalization** – high level assessment followed by a prioritized roadmap for digitalization.
- **Performance Management & Business Control Tower (BCT)** – concept to get timely, accurate and relevant business insight, allowing efficient performance management
- **Customer Acquisition Model** – define optimal acquisition model to ensure efficient sales approach adopted to the specific industry (“Simply Selling”, “Strategic or “Solution Selling”)
- **Sales Force Optimisation** – design of an efficient sales force organisation with tools and structure that supports the overall company objective. **Managed sales** - acceleration
- **Structured Market Segmentation** – model to facilitate structured segmentation of your market and provide understanding of each segments value proposition
- **Go-to-Market Plan** – structured approach to build the masterplan from evaluation of an business (market) opportunity to gaining actual revenue from that market.
- **Export and International business expansion** – structured approach to evaluate and pursue export and international business opportunities.
- **Coached & Managed Sales** - operational sales services which will accelerate change in your company
- **Ideation Framework** – establish structured process and tool to identify, capture and evaluate (innovation) ideas in order to support efficient business development.
- **Innovation Pipeline** – define and adjust the Innovation Pipeline Tool to capture and manage innovations ideas from idea to market launch
- **Collaborative innovation** – define and introduce user, collaborative and open community driven innovation philosophy to achieve more successful growth platforms for future business, product & services
- **CIA** – Commercialization Innovation Assessment is a complete and structured program for qualification, POC delivery, market testing, business model optimization and commercialization kick-start launch.



SALES EXCELLENCE

Sales Excellence
drives the business

.....

”Products come and go – Sales & Marketing is a people competition – we have to stay in shape”

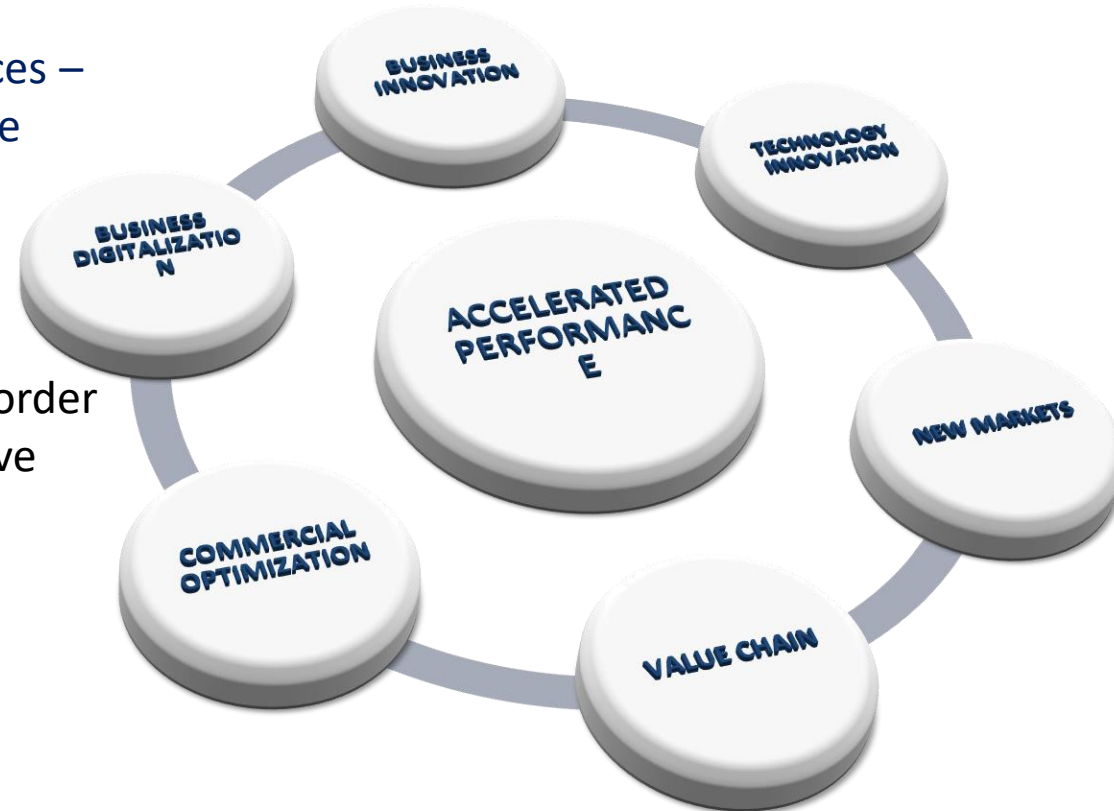
Sales is the toughest part of any business.

Products, services and environment change constantly and often, companies don't understand the benefits of new products and services – and the sales organization who should win new business, can become neglected, in need of competence and tool elevation - fast.

We Can Help Now!

Whether you need qualified leads, meetings, new clients, increased order and margin value or simply short of competent sales resource we have the solution for you.

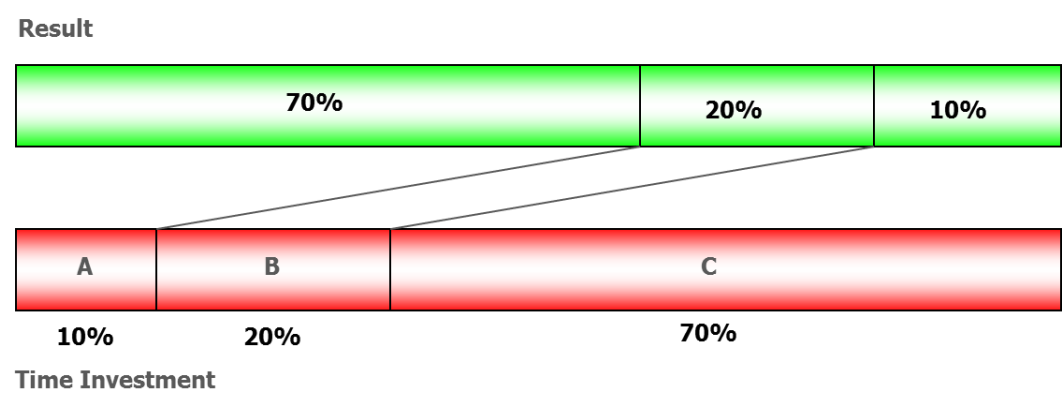
We do everything from full-service sales pipeline building to training programs for you and your team



WE WORK WITH YOU TO ACHIEVE AGREED OBJECTIVES

VALUE ACCELERATION

The primary growth parameters



”DO NOT GET STUCK IN LONG PROGRAMS - MOVE THE DRIVING PARAMETERS”

ESTABLISH THE GROWTH PATH



- ✓ INNOVATION PIPELINE QUALITY
- ✓ INNOVATION CULTURE
- ✓ FUTURE GROWTH PLATFORMS

INNOVATION MANAGEMENT

INNOVATION DISCOVERY
QUALIFICATION OF INCUBATIONS
COMMERCIALIZATION OUTLINE
INNOVATION PRIORITIES

- ✓ GO TO MARKET POWER
- ✓ SALES CULTURE & LEADERSHIP
- ✓ MARKET PRIORITIES

COMMERCIAL POWER

PERFORMANCE IMPROVEMENT
MARKET HOT-SPOT ASSESMENT
KICK-START IN NEW MARKET
MANAGED SALES

- ✓ BUSINESS DIGITALIZATION
- ✓ VALUE CHAIN
- ✓ CAPITAL MANAGEMENT

FINANCIAL PLATFORM

PERFORMANCE KPI PRIORITIES
SOURCING ASSESMENT
FINANCIAL REQUIREMENT
VALUE TRACKING

Mapping the potential & link to support activity



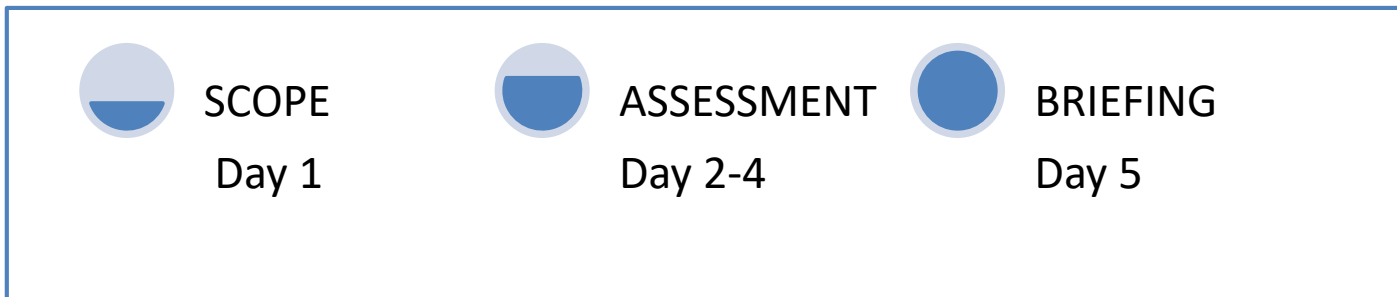
**360°
Business
Assessment**

ASSESSMENT PARAMETER

	Strategy & Targets	Processes & Systems	Organisation (people, skills & structure)	Performance	
Market & Customers	S T R A T E G Y & R O A D M A P	C O M M E R C I A L I Z A T I O N	Innovation Mgmt	Competitor Benchmarking	
Sales			Strategic Selling Program		
Innovation + R&D			CIA	CIA	CIA
Product & Services				Innovation Mgmt	
Production, Sourcing & Supply Chain				Sourcing & Supply Chain & Optimisation	
Finance					

EXAMPLE

ACCELERATION PRIORITIES "KICK START"



Mapping the potential....examples

VIRKON

360° Business Assessment		ASSESSMENT PARAMETER			
		Strategy & Targets	Processes & Systems	Organisation (people, skills & structure)	Performance
BUSINESS AREA	Market & Customers		• No process to collect customers satisfaction		
	Sales	• Clear sales targets on all levels and channels	• Pipeline in place but Excel • No CRM system in place		
	Innovation + R&D	• No goals or ambition formulated	• Clear and documented R&D process in place		
	Product & Services	• No clear goals for the XX product portfolio (quality and profit)		• Clear product ownership in place. • Product Mgr. empowered	
	Production, Sourcing & Supply Chain	• Lack sourcing strategy – make or buy criteria	• ERP fully implemented – planning & production managed through ERP		• Only few high level KPI's reported – no supporting KPI to detect root/course
	Finance				

● Good
● Weak
● Alert

OUTPUT EXAMPLE



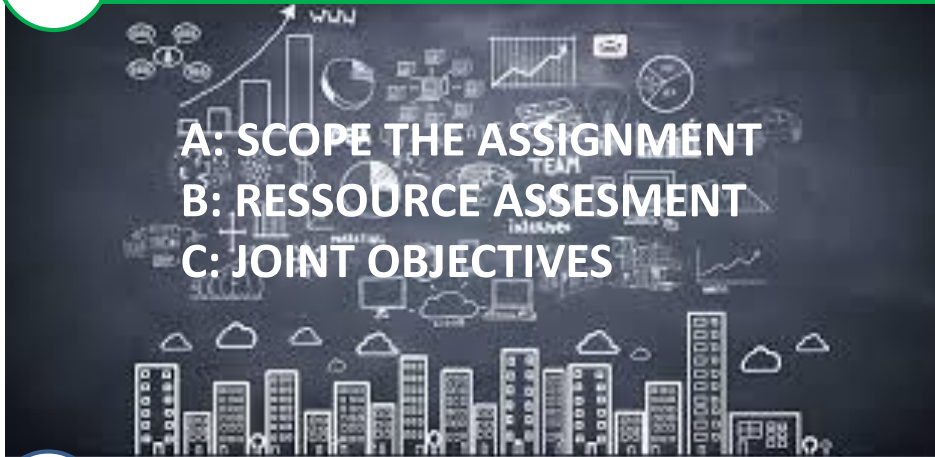
FAST TRACKS TO GROWTH

- 1 SOURCING + 12%
- 2 CAPITAL + 20%
- 3 NEW MARKETS + 40%

+40% Value increase in 15 Months

1

ACCELERATOR KICK START 1 DAY



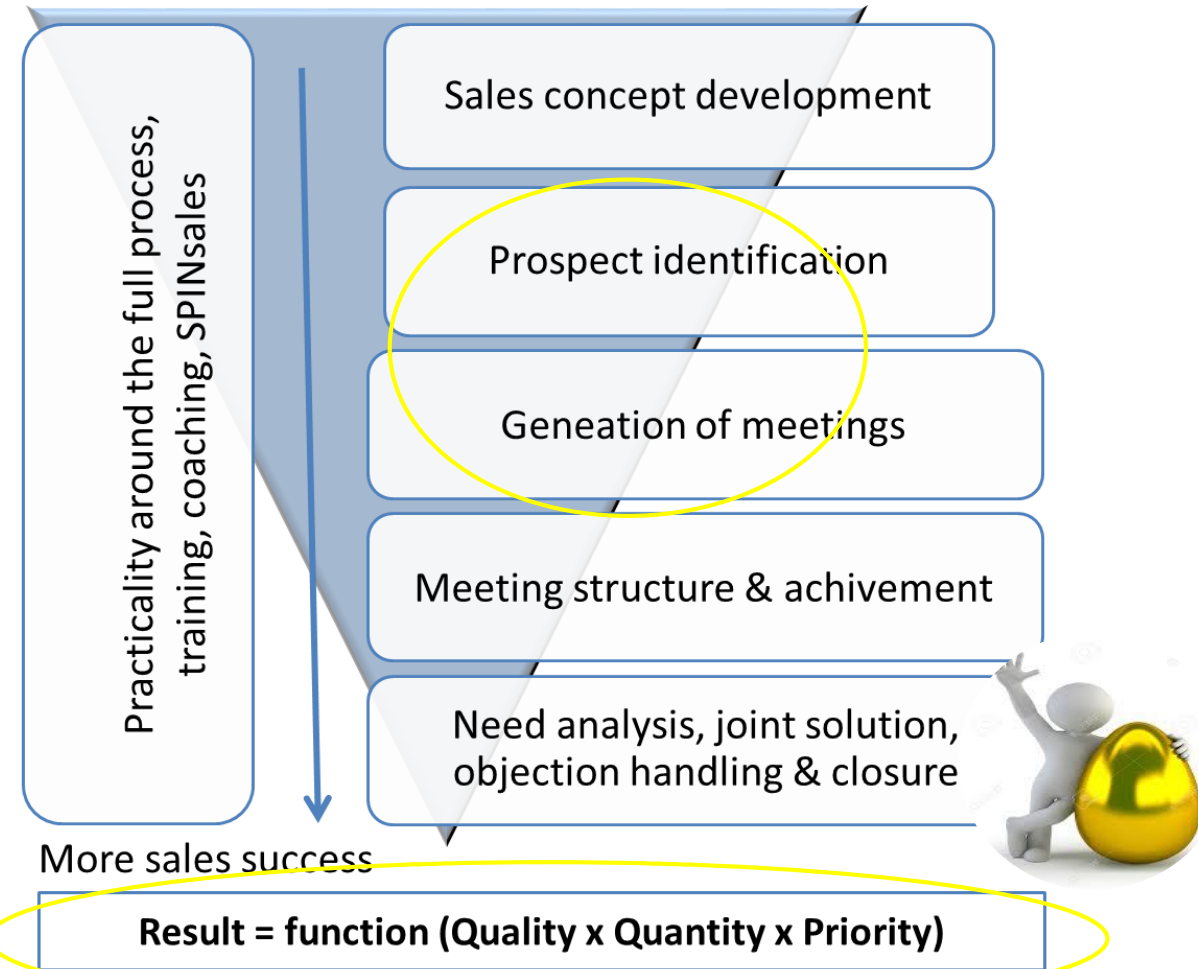
2

ACCELERATOR STRATEGY 4 DAYS



3

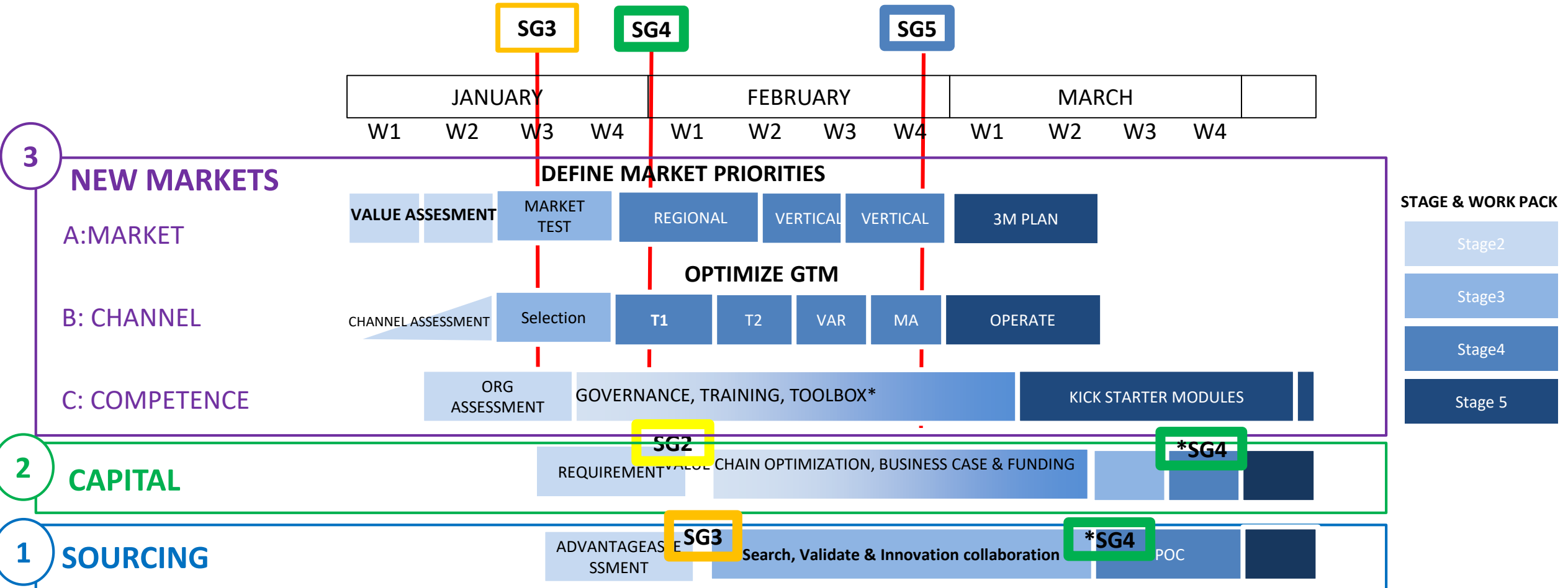
SALES OPERATION GROWTH TRACK 3-6M



ACCELERATION PROGRAM EXAMPLE



FAST TRACK IMPLEMENTATION OF IDENTIFIED GROWTH PRIORITIES



1. The Target market
2. Aligning the Value proposition
3. Identification of “POC” Kick-start prospects
4. Packaging the “sales tool box”
5. The individual 3M Plan for market attack
6. Support, governance and systems
7. Organization, roles & responsibilities



**The complete, Go-to-market package prepared for action
While enabeling Sales excellence and perpetual business**

HOW DO YOU MASTER THE ELEMENTS IN YOUR SALES CYCLE TO EXCELLENCE ?

1. LEAD GENERATION

2: Online & telemarketing Prospecting

Identification and creation of prospects through the best relevant methods for your business
Use and learn the same sales and qualification techniques that sales professionals use to get the right qualified sales leads and appointments every month.

3: CIA KICK-START SALES for territory presence – let your future client know
Proactive creation of personified leads through self-assessment of target groups.
Develop and improve skills and effect in the process while collaborate with your peers and request the assistance of the team as needed.

4: Sales Appointment Setting
The complete, hands on – and on-going appointment booking activity
We get on the phones and schedule the necessary sales meetings for your participation. All you need to do is clear your calendar.

VIRKON INTRODUKTION – HANDOUT 2017

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5. THE SALES CALL – GET BUSINESS

6. Professional handling of inbound client calls

Ensure your inbound sales inquiries get professional answer

How many opportunities are you missing because your sales line goes to voicemail, the inbox haven't been read or your on-line feeds lack attention? Let's fix that.

7. Warm & On-Site Cold Call

This intensive and positive sales experience is often overseen

We have no fear of cold calling and build some warm confidence in your sales approach through proper preparat technique. Referral, SPIN & flanking tactics. Clients love positive value creating interaction.

8. The Sales meeting

This intensive and decisive event is crucial to make the best of – it's the start of a long term business

Your VIRKON consultant is an experienced professional, well prepared and will facilitate the sales calls for you or with you. The customer engagement objectives will be achieved for short and long term benefit..

9. Making the offer

We want to make the winning offer and prepare the joint solution with the client.

Let's make sure we get proper understanding of the client decision making context and prepare the solution with him. The joint solution offering technique increase win rate significantly.

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10. FROM SALES TO ACCOUNT MANAGEMENT

11. DYNAMIC RELEVANT CLIENT COMMUNICATION Retain, Renew, Refer

Happy clients stay longer, buy more and provide referrals.

We work with you to create a communication and feedback system that leads to higher client satisfaction, more renewals and a steady stream of warm referrals.

12. Opportunity creation - Ongoing value creation

Making sure you understand how the largest clients run and develop their business we may help

This program works will lead to continuous creation of new opportunities that leads to higher client revenues

13. The account team opportunities

Tap into the knowledge and network of co-workers

Co-workers and partners can be good sources of information and even opportunity creators. Ensure relevant knowledge are shared on a regular basis for ongoing value creation and new opportunities

14. Pipeline management

Objective opportunity qualification give solid pipeline accuracy and ensure forecasts and targets are meet

Open and accurate opportunity information will be reorded in the CRM system ad-hoc and accountplans shared for joint test & improvement reviews.

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business Value acc...eration

MANAGED & COACHED – SALES & MARKETING

DO YOU NEED A TEMPORARY, EXTRAORDINARY EFFORT DONE, BRIDGE A RESOURCE GAP OR TEST A MARKET OR PRODUCT AREA – INTERIM ASSISTANCE COULD BE THE MOST EFFICIENT SOLUTION.

A VIRKON CONSULTANT PROVIDE MUCH MORE THAN TIME – FAST, FLEXIBLE AND COMPETENT

Sales Manager : 1-5 Days/Week 1-6 Months

- Manage and develop sales with you 1-5 Days pr. week

Export Manager : 1.5 Days/Week 3-9 Months

- Establish, Manage and develop sales in your export markets

Sales Executive : 1- 5 Days/week 1-6 Months

- Work as your sales resource in any relevant territory/market

Bid Manager : Project + ad-hoc

- Lead or participate in tender or large bid process

Business development manager: Program 3-6 Months

- Development of new business areas, markets or opportunities

Marketing Manager: Project + 1-5 Days/Week 1-3 Months

- Lead function, campaign activity, event or full 3M program



- ✓ CAN START NOW
- ✓ TOP PROFESSIONAL
- ✓ SALES EXPERT
- ✓ C-LEVEL EXPERIENCE
- ✓ HIGHLY EFFICIENT
- ✓ PART OF YOUR TEAM
- ✓ COST FLEXIBLE
- ✓ NO FINANCIAL RISK
- ✓ BACK-UP BY VIRKON

The slide features a large green background. At the top, a white semi-circle is cut out of the green, containing the text "STRATEGIC SELLING". Below this, the main text "Strategic selling is about continuous value creation for your clients." is written in white. At the bottom of the green area, there is a horizontal line of white dots.

STRATEGIC SELLING

Strategic selling is about
continuous value creation
for your clients.

.....

DELIVER CONTINUOUS SUCCESS

“Successful selling in constant change”

Management workshop/ buy-in
Identification and criterias for participation
Program Scheduele & design
Process support
Career in sales – The jobfamily
Account management & solution selling
Consultative selling & Innovation
Making it work
Governance



THE PROGRAM WILL BE DESIGNED TO FIT YOUR
ORGANIZATION STATUS AND REQUIREMENTS &
DELIVERED BY EXPERT FACILITATORS

Territory management

- Funnel management
- Market + Channels + competitors
- Keep and expand ideal customers

Account Management & Planning

- Identify SSO
- Identify influences -> become trusted advisor
- Establish strategic partnership

Winning complex sales

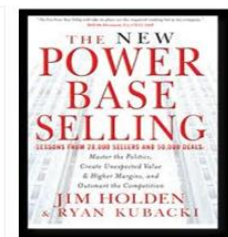
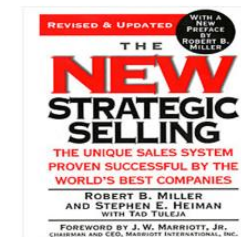
- Manage multiple contactpoints and roles
- Manage multilevel decision models
- Create joint solutions

The screenshot shows a software interface for 'SPV Strategy - Plan - Version 6.3 English'. It includes sections for 'Decision Criteria', 'Competitive Strategy', 'The Topics', and 'Relationship Matrix'. A large yellow diagonal banner with the word 'EXAMPLE' in red is overlaid across the center of the image.

INSPIRATIONAL CONCEPT REFERENCES



- Value based selling
- Target account selling
- Strategic selling



- ✓ Full sales resource
- ✓ SM toolbox
- ✓ Review guides
- ✓ Repporting
- ✓ Meeting documents
- ✓ Joint event schedule
- ✓ Program dashboards
- ✓ Info sharing
- ✓ News
- ✓ Innovation community

SALES MANAGEMENT PORTAL Agile governance

Libraries

- Salgsdokumenter
- Business review guides
- Market activities
- Channel
- GMA -International accounts
- Afdelingsdokumenter pr. salgschef
- Jobfamilie
- Strategi dokumenter
- Salgsledermøde bilag
- Ferieoversigt

Nyheder

Title	Date
Aktion: Offentlige Konkurrentinformation 98 kom. + Regionerne	09-01-2013
Referat af salgsledermødet d. 7/1 -2014	15-01-2014
Referat af salgsledermødet d. 2/10-2013	08-10-2013 14:30
InfoSourcetal 2013	30-09-2013 08:06
Businesscase "Follow	05-09-2013 10:33

Salgsmetodik

Subject	Created By	Replies	Last Updated
WF	[User]	0	03-04-2013 15:15
Måling af DB for den enkelte	Michael F Jørgmann	4	03-04-2013 11:15
Strategic selling - Salesplans	Michael Plougmann	0	11-01-2013 15:15
...: Ved du hvad kunden køber ?	Michael Plougmann	0	01-11-2012 12:15
... betyder strategisk salg for dig ?	Michael Plougmann	0	31-07-2012 13:15

Dynamic & including sales excellence facilitation

Startside

- Nyheder
- Blog
- Kalender
- Sælgere
- Strategic Selling
- Links
- Internt

Posted By: Michael Plougmann

Started: 29-01-2013 07:53

Strategic Selling - Final workshop preparation - Important !

Dear Strategic sales participant - we're now approaching the final stage of the course.

All participants (as well as the management group at day one and the sales on thursday and friday) MUST be well prepared for the final session with an:

- (1) actual sales opportunity in the two pages sales plan format and
- (2) a detailed value proposition for these opportunity

The value proposition should include the following information:

- (a) brief business profile of the client
- (b) tasks related to the business needs of the customer
- (c) actual situation
- (d) expectations
- (e) pressure to act/ compelling event
- (f) joint solution
- (g) critical success factor
- (h) solution competence and references

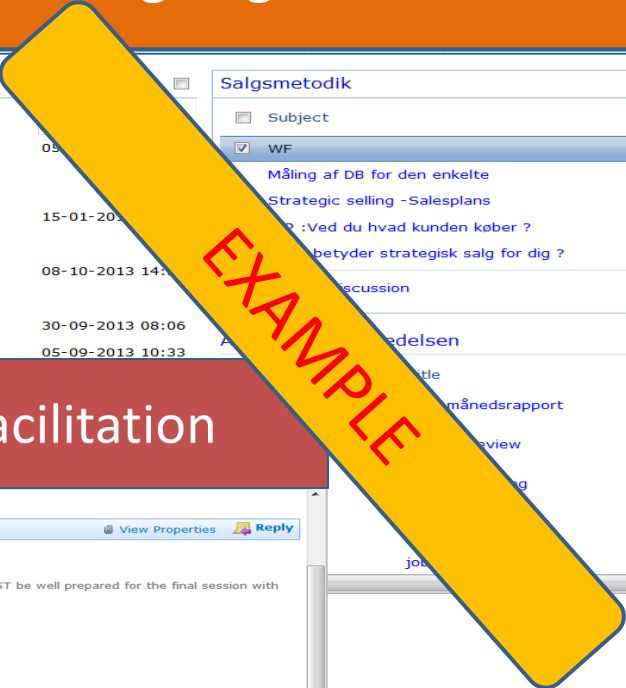
Please find attached an example of a value proposition as inspiration.

Pls, also review the learning material we have gone through so far - use the reference handbook and the additional strategic selling books you have recieved.

Don't hesitate to use this site to post your questions and feedback for the benefit of all.

We'll be look forward to be seeing all of you for the final exciting sessions.

Rgs



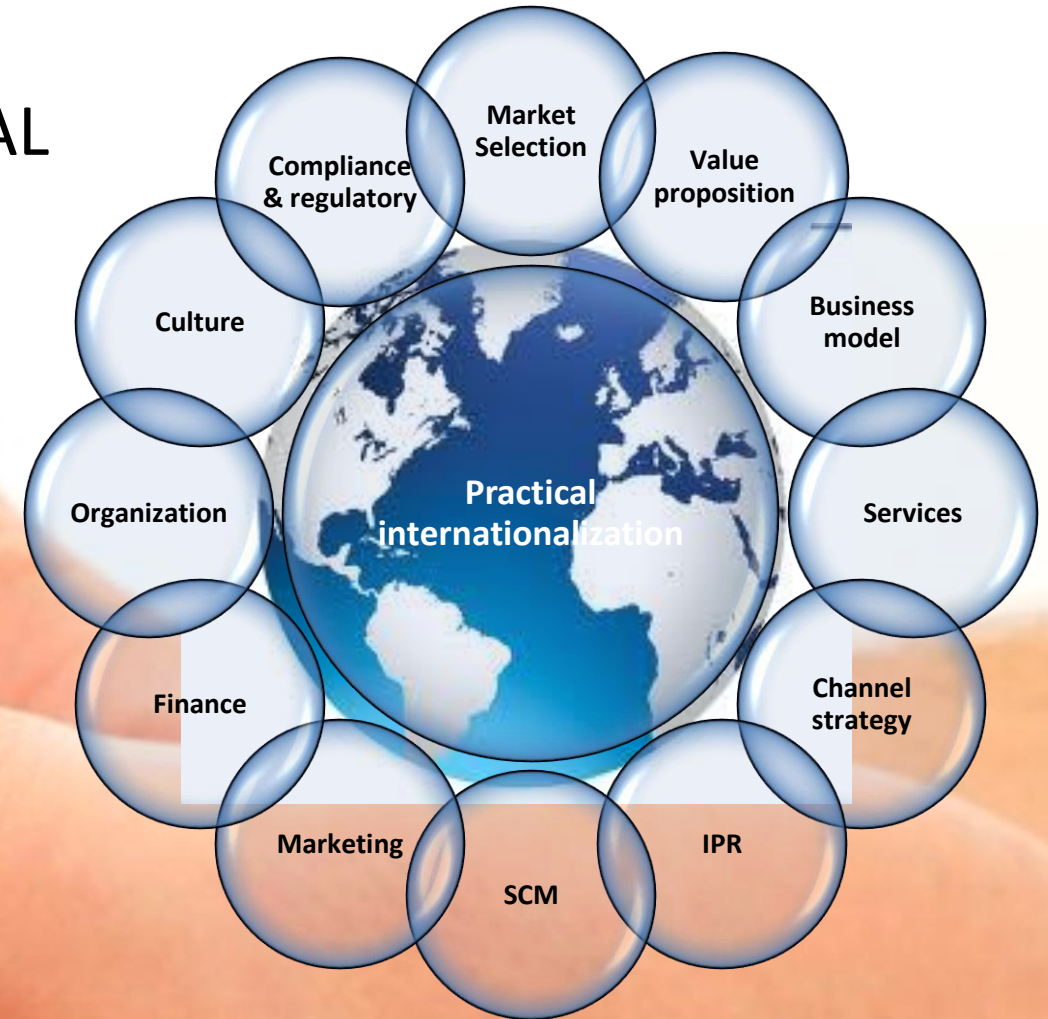


EXPORT & INTERNATIONALIZATION

▣ FAST-TRACK TO NEW MARKETS

▣ STRATEGIC & OPERATIONAL ASSISTANCE

VIRKON OFFER EXPERT ADVICE, OPERATIONAL ASSISTANCE & LOCAL PRESENCE



- ✓ Establishment in new markets
- ✓ Growth via export
- ✓ Practical internationalization
- ✓ Going global – starting small

CHINA → EUROPE

- Market testing in EU
- Innovation collaborations
- Supplier readiness assessment
- Establish business (legal entity) in EU
- Build GTM strategy & plan
- Implement GTM plan
- Actual trading/business in EU
- Managed sales in Europe

DENMARK → CHINA & ASIA

- Product sourcing assessment
- Outsourcing evaluation & partner identification
- Establishment of business in new markets
- Build GTM strategy & plan
- Implement GTM plan
- On-site representation
- Actual trading/business in China or Asia



PRACTICAL ADVICE THAT WORKS

- Leadership in international organizations
 - Senior VP, CEO, Directors
 - International business experts
 - Corporate, SME & entrepreneurs
 - All Major business sectors
 - All +Master's dgr. + ***IIB** Certified
- International sales & marketing – B2B and B2C
 - Innovation management – Business & Technology
 - Supply Chain Management & Sourcing
 - Production & Manufacturing
 - Biotek & Healthcare
 - Global ITT, Technology, Application and IT services
 - Capital & investment management
 - M&A, Fund raising



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