

HOW PFA EMBRACED HYBRID SALES



New Artifact Enables PFA (SME) to Achieve Highest Activity Level and Second-Best Year for Order Entry Ever

- STARTING POINT**
- Spent 10 years professionalizing its sales organization
 - Expertise, company presentations, products, and more are well-established
 - Strong market position with solid results and impressive metrics
 - Expected sales behavior outlined in the 'Conductor' playbook
- CHALLENGE**
- Balancing hybrid sales preferences (management's vs. individual vs. client's)
 - Need for more client meetings, yet finding time and reason for cold calling is difficult
 - Challenger Sales approach not fully integrated into sales behavior / daily routine (perceived as 'time-consuming')
 - Discomfort with digital meetings and preference for in-person interactions
- PROCESS**
- Deep dive into GTM, toolkit, company presentation, Conductor handbook, etc.
 - In-depth interviews with key personnel from east and west regions
 - Observations of leaders/sales reps in client interactions, followed by client interviews
 - Designed "Customer's Agenda" artifact in co-creation with sales management and reps
- RESULT**
- Highest total results for PFA ever and second-best year for SME segment
 - Second-best year in terms of Order Entry in PFA's history
 - Record-high proactive client interactions
- TIPPING POINTS**
- Consistent weekly follow-ups by sales management
 - Exceptionally high ambitions
 - 4 out of 5 clients accept proactive invitations to meet on Teams or phone
- FINAL DELIVERABLES**
- Artifact (playbook) with strategies for micro-meetings, opportunities, time studies, and more
 - A new, iterative client-centric working approach



“My account managers have mastered the discipline of ‘micro-meetings’ from the Customer’s Agenda and maintained an extraordinary level of activity. The book is truly being used.”

Martin Thage-Jørgensen
Sales Director