

# Sales Playbook Development

How to create and accelerate a sales success formula for the new normal

## The Position:

In continuing to support businesses around the world, Sales Enablement teams have undergone a significant shift in focus as a result of Covid-19 and its immediate effects, namely:

- Fewer instances of Face-to-Face training in the short and medium term
- Virtualising learning interventions via live virtual classroom and self-paced eLearning
- Decreased opportunity for real-time deal coaching
- Increasing desire to fine-tune sales practices for the 'new normal'

On one hand the continuing virtualising of training and sales interactions that Enablement teams have been privileged to lead has confirmed the view held by many executives of the time and cost effectiveness of online formats; for others it has drastically reduced, at least temporarily, the ease of conducting advanced skill simulations and sales negotiations that are known to be critical to success. No doubt a blended new normal will emerge!

On a more strategic front. these same executives tell us they are seeking to arm sales teams with the most effective tools to accelerate their performance as and when 'normal' sales activity resumes.

## The Response:

When this happens, and anticipating more intense competitive pressures as it does so, the effectiveness of each organisation's Go-To-Market sales motion is bound to be tested. To accommodate this, People Strategy Network has mobilised its consulting expertise to offer a diagnostic-based Sales Playbook Development Program using the output from work completed in EMEA, APAC and North America. The program is designed to give organisations a fast start back to full productivity and will:

- Diagnose via telephone / virtual interviews of sales professionals' practices
- Validate with Interviews with Sales Leadership, Sales Operations and other stakeholders
- Integrate by pulling systems, methodology and offering elements to create 'the way'
- Publish actionable, manageable steps that will continually replicate best practice

## The Outcome:

The deliverable is a documented, proven Go-To-Market approach pathway to deliver the fastest way to return to the sort of performance that is above pre-Covid levels, fully integrating known best practice methods, skills, knowledge and tools. In addition, the program keeps sales, marketing and operations teams engaged on a strategic level through Covid-19 as they contribute to the Playbook development and your future success.

Please get in touch with our Practice Leader Dan Ingwell to schedule an initial exploratory conversation over the telephone / virtual meeting room: [dan@peoplestrategynetwork.com](mailto:dan@peoplestrategynetwork.com) or visit [www.peoplestrategynetwork.com](http://www.peoplestrategynetwork.com) for more details.

## Dan Ingwell: Sales Performance Consultant



Dan's facilitative working style comes from his first-hand experience as a corporate sales leader which ignited his passion for the success of others and which continues to inspire his work in achieving success for his clients.

He is an expert in creating and blending structured systems, tools and methodologies with winning behavioural improvement practices for leadership, sales and operations teams. He achieves this via outstanding tailored content creation and customisation, engaging facilitation, and outcome-based coaching, often delivered in high-energy, live, face-to-face and virtual environments with either a strategic or operational playbook focus.

Dan's early roles with Gartner exposed him to the international sales stage and enabled him to lead teams across different sales disciplines. Recognising his passion for developing teams, he moved in to training and development roles in financial and business services organisations before becoming a consultant spanning across industries with a focus on sales and sales leadership performance. Here, Dan was able to work on global projects across 5 continents developing expertise in conceiving, creating and operationalising companies' systems-based sales tools, best practise methodologies and behaviours to enable them to accelerate their success.

In improving the performance and engagement of individuals and leadership teams, it is the metrics that measure pipeline build, progression and closure that are Dan's bread and butter, constantly building a results focus aligned to tactical and strategic imperatives.

### **Core Competencies and areas of Domain Knowledge:**

- Sales Playbook Creation
- Sales University / Academy Building
- Sales Methodology, System & Process Integration
- Competency Development, Analysis, Mapping
- Strategic Account Management
- Sales Leadership & Management Training
- Territory / Portfolio Planning and Execution
- Curriculum and Programme Design
- Opportunity Management
- Prospecting
- Social Selling
- Commercial Acumen Training
- Coaching of Salespeople, managers and leaders

**Industry Experience**

- ICT (Gartner, Oracle, Cisco, HP, Dropbox, New Relic)
  - SaaS, Enterprise Software, Infrastructure, Advisory
  - Enterprise / Strategic, Commercial and Digital teams
- Financial Services (Morgan Stanley, Barclays, AmEx)
- Professional Services (LinkedIn, AFEX, Kantar, WPP)
- Transport / Logistics (Maersk, Damco)
- Payment Services (PayPal, Worldpay)
- Petrochemicals / Chemicals / Oil & Gas (Dow, Talisman)
- Telecommunications (Vodafone, Optus)
- Recruitment (NES Global)
- Industry Bodies (GS1)

**Channel Experience:**

- B2B (all aspects of sales strategy and execution)
- B2C (focussing on consultative and insight selling)
- B2B2C (focussing on channel management)
- Go to Market Models (sales process frameworks)

**Academic and Professional Qualifications:**

- Degree in Finance & Accounting
- Certificat Supérieur in Management & Finance
- Accredited in numerous sales methodologies
- Facilitation and Coaching accreditations
- Certified Master NLP Practitioner

**Delivery Languages:**

English (mother tongue), French (conversant)