

Executive Workshop

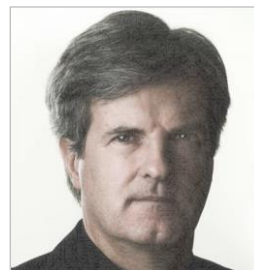
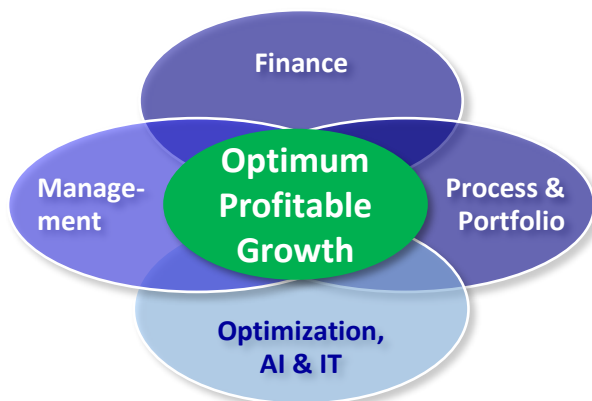


Profit & Sales Pipeline Management for **your** B2B Corporation

A ready-to-implement Profit & Sales Pipeline Management system
& programme for your enterprise : developed together

Your B2B sales org can achieve better and more profitable order intake through professional guidance on Profit & Sales Pipeline Management (ProSPLM B2B) :

- Integrate your executive management team into the definition of ProSPLM B2B
- Follow proven workshop sequences
- Rely on professional methods of process, pipeline and deal portfolio management
- Define ProSPLM B2B based on numbers, data and facts
- Base on state-of-the-art digital tools from Analytics, ERP, CRM, CPQ, AI & Co
- Coverage from Marketing & Sales to Corporate Finance, from Strategy to Ops
- Shape your individual management system for optimal profitable order intake
- Focus on implementation & realization, incl. immediate measures / fast track



Your expert
Prof. Dr.
Uwe Hilzenbecher

Method and results**Method**

During this workshop a team consisting of

- your corporation's executive management
- Strategy B2B senior consultant

elaborates a ready-to-implement programme for the profit & sales pipeline management of your B2B corporation (ProSPLM B2B).

Results

- Ready-to-implement realization programme for the profit & sales pipeline management (ProSPLM B2B) of your corporation w.r.t. the functions
- Marketing, Sales, Finance, IT, Strategy
- ProSPLM B2B management system & tools
- ProSPLM B2B program, project & work packages

Pre-Workshop

Duration : approx. 2 weeks

Preparatory work

- Signing non-disclosure agreement
- Delivery of digital data (ERP, CRM etc.)
- Delivery of further relevant informationen e.g. plans, methods, analysis etc.

- Digital Service ‚Analyze – OptimAlze – Profitize‘ : from data to insights, actions & results
- Client support of interviews and of data and information harmonization

Workshop

Duration : 1 day

Profit & Sales Pipeline Mgmt–introduction&primer

- Growth imperative • levers & drivers ProSPLM
- ProSPLM mgmt & control • ProSPLM optimization
- Digital: Analytics, CRM, AI & Co • ProSPLM system
- ProSPLM implementation & realization • People

Preparatory work results – presentation

- Quantitative & qualitative analysis of ProSPLM B2B
- ProSPLM B2B potentials, optima, strategies, mgmt
- ProSPLM B2B program, project & work packages
- Discussion

Team works / group works

- Definition of group work themes w.r.t. Marketing, Sales, Pricing, Ops, Finance, IT, Strategy etc.
- Assisted team works / group works
- Team works / group works results presentations
- Discussion

Consolidation

- ProSPLM B2B strategy, scorecards & management
- ProSPLM B2B implementation & realization plan
- ProSPLM B2B program, project & work packages
- Immediate measures / first steps
- ProSPLM B2B implementation kick-off

Comment : the workshop agenda can be modified acc.to your requirements

Post-Workshop

Duration : approx. 1 week

- Completion & finetuning of workshop results
- Results documentation
- ProSPLM B2B tools

- Finalization of realization plan ‚ProSPLM for your B2B corporation‘
- ‚Profit & sales pipeline management B2B‘ manual

Participants

- CEO, CFO, CSO, Sales Controller, COO, CIO et.al.

Location

- Meeting room in your corporation, alternative:
- Business hotel of your choice, alternative:
- Business hotel in Überlingen / Lake Constance

Workshop type: exclusive as inhouse event

Workshop language : english

Strategy B2B (since 2002) provide optimum profitable growth for B2B enterprises powered by advanced analytics & artificial intelligence. From data to insights to actions in Marketing & Sales, Ops & Management to results and returns in Corporate Finance.