



The Importance of Having a Structured Sales Process

- **Increase Deal win rate from 33% to 68%**
- **Increased Revenues by 17%**
- **Improved Forecasting Accuracy – now at 85%**
- **Strengthened Sales Force Coaching**

Using Occulus in a sales organization can significantly increase a company's revenue, its deal win rate, its forecasting accuracy, and reduce deal slippage.

Case Study: Plastic Products Co.

Founded in 1970, Plastic Products Co. has evolved over the years to become a leader in the design and manufacture of custom made thermoformed plastic parts for a wide variety of industries, such as; aerospace, medical, and electronic firms. Currently occupying a 60,000-square foot state-of-the-art manufacturing facility in the eastern United States, Plastic Products has experienced an ever-increasing acceptance of their plastic forming capabilities.

However, everything had grown up in an ad-hoc manner and was too transactional, informal and unstructured to grow further. The Company decided to bring in an expert in consultative selling sales processes and implementation to revamp the entire sales process.

According to the consultant, the sales process he found in place at Plastic Products was, *"Without formal structure, it was sales process in which everything was informal and ad-hoc. Opportunities were tracked using an excel spreadsheet and forecasts, which when they were done, were done in Excel and were rarely accurate. The sales reps sold by showing up at companies with which they were familiar and asked: "Got anything I can look at to quote?"*

"The first thing I did was to implement a CRM system. This allowed us to get some structure in place and gather information about our customers, and as Plastic Products' communications between sales, customer service, operations and manufacturing was not transparent or documented the CRM would go a long way to resolving this problem."

Once the CRM was in place and people were using it, my next step was to implement a sales process that supported Plastic Products' business model.

A major concern of the president was win rate of sales team; it was less than 40%. This represented a huge cost as Plastic Products' proposal process is both time consuming and expensive.

Plastic Products' business model is custom manufacturing and their expertise is in products that typically are sub-assemblies of larger products and systems. This involves considerable interaction with the customer to understand their needs and constraints and required a Consultative Sales Process. What was needed was a tool that would support our process and



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assist us in qualifying opportunities. This would allow us to identify those deals that we could win and, equally as important, those that we could not. In addition, we needed more accurate sales information to provide to management, especially in the area of forecasting.

I researched a number of forecasting and sales tools, but none of them was tied into a solutions-oriented, consultative selling process. Then, I found Occulus and was impressed by the analytics that were determined through the questions that a solutions-oriented sales person should ask. Occulus was the first forecasting tool that predicted success of an opportunity based on facts, not pipe-dreams about the pipeline.

After a short field trial we determined that Occulus suited our needs perfectly and we deployed it across the sales team.

The positive impact of Occulus has been significant:

"Amazing! Our WIN rate went from 33% to 68% in 7 months."

By using Occulus to assist in qualifying opportunities we have been able to identify poor opportunities much earlier in the sales cycle and qualify them out of the pipeline freeing up time and resources to focus on opportunities we were able to win.

This has had a significant impact on the business. Not only do we save money by not creating proposals for opportunities we can win, which on a per sales rep basis amounts to over \$30K per year, but it has also increased the number of won deals each sales rep achieves, by about 22%, and has increased revenue in absolute terms, by about 17%. All this was accomplished with no incremental resources.

In addition, Occulus allows me to provide senior management with as much certainty as possible regarding revenue projections and our forecasting accuracy is now greater than 85%.

One of the additional benefits of Occulus has been as a consultative selling coaching tool, as it allows the sales rep and their manager to use the questions and the answers as learning opportunities to probe the prospect more effectively.

For further information or additional details, please contact us at: Info@OcculusSalesinc.com

Occulus supports the following CRM platforms:

