

Challenge

- A major airline needed to reduce SG&A while changing their sales coverage model to align with premium business travel.

Solution

- We performed key analytics that led to a salesforce redesign.
- Increased corp. coverage
- Developed and deployed core competency models for sales rep.'s performance expectation of sales excellence.

Results

- Additional \$316 million covered by sales.
- 63 sales personnel freed up to cover premium opportunities.

Additional premium corporate revenue opportunities:

\$316 million

Additional Sales Representatives freed up to call on new opportunities:

63 Sales Managers

Salesforce Re-Calibration

Background

- A major airline sales division was looking to fundamentally change the target customers to be more aligned with business travelers and premium travel. Simultaneously, they were looking to reduce SG&A and increase ROI of the Sales & Distribution business unit.

Challenge

- To get a clear understanding of how to best align with sales resources to corporate business travel across the entire system required extensive analysis of booking data, revenue data, optimization of incentive programs. The data sources spanned from internal proprietary systems to DOT reports and 3rd party data sources. Additionally, sales personnel needed to be included in the re-calibration to ensure acceptance and adoption of the new organization, goals, and responsibilities. Also, new competency models were required to ensure sales representative performance was optimized.

Solution

- We built a comprehensive analytics database to automate the prioritization of accounts, markets, and regions in a quantifiable manner.
- We developed personnel competency models to ensure sales personnel were measured against goals and objectives that were aligned with the new premium corporate revenues and sales excellence.

Results

- As a result, we were able to identify \$316 million in premium corporate travel that was not previously covered – while simultaneously freeing up 63 sales personnel to cover this new corporate revenue base target.

About OUTPERFORMA Consulting Group:

- We help senior leaders in the airline and aerospace industry to achieve transformational growth and productivity.
- We leverage our deep industry experience using proven best practices, extensive business analytics, and collaboration to drive transformative results.

