

CASE STUDY

Eliminated over 4,000 hours per week of non-value added sales manager activities.

Challenge

- Sales managers were burdened with excessive amounts of non-value added activities
- Sales performance was suffering across the board

Solution

- Completed a comprehensive time-study to identify and eliminate wasteful activities and increase revenue driving activities

Results

- Eliminated over **4,000** hours of wasteful activities
- **Increased revenue** dollars per sales manager over 10% by reducing admin activities

Non-value add activities reduced per year:

4,000 hours

Sales manager prime selling time increased:

>10%

Salesforce Productivity Project

Background

▪ A leading aerospace avionics manufacturer was looking to get greater productivity and ROI out of the sales organization. When a new CEO took over recently there was an opportunity for making bold transformational change. Sales managers commonly assumed sales volumes, and revenue were all customer driven and operated in a very reactive manner.

Challenge

▪ Sales managers spent about 42% of their time on non-value added activities, including internal communications, preparing for meetings, and other administrative activities.

Solution

▪ Through a rigorous process mapping of over 30 discrete buckets of activity, time studies, and organizational design, we were able to offload over half of the non-value add activities to Finance, Customer Services, and Sales Support freeing up valuable time for Sales Managers to focus on selling and closing deals.

Results

▪ We were able to offload over 4000 hours of administrative activities to other functions. This resulted in increasing revenue per sales rep by over 10%. We also understood what activities had the greatest causation of revenue and how to replicate best practices for core and lower performing sales managers.

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.