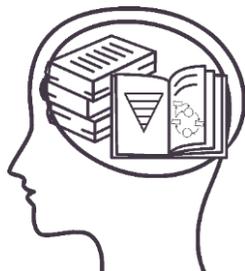
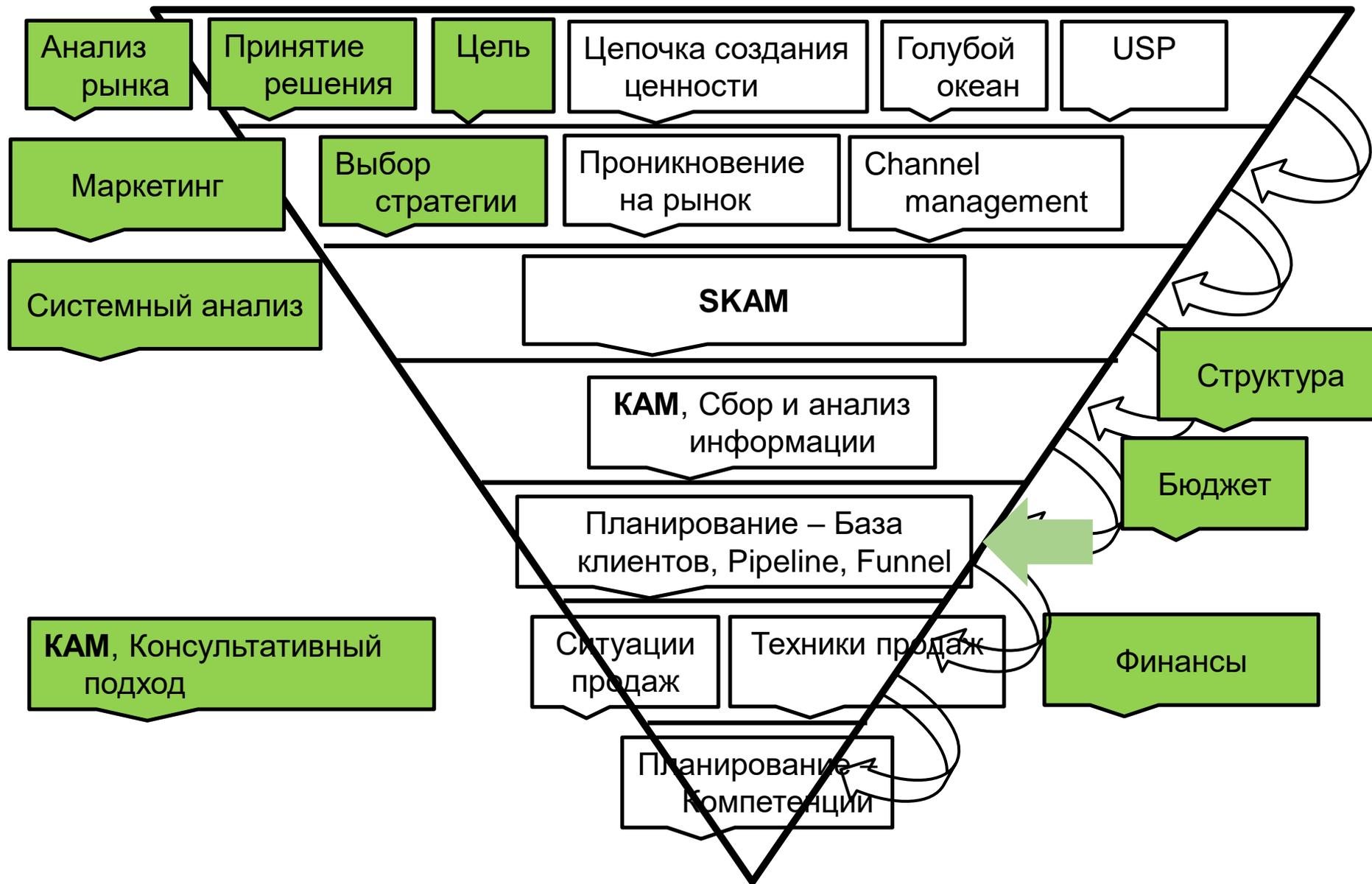




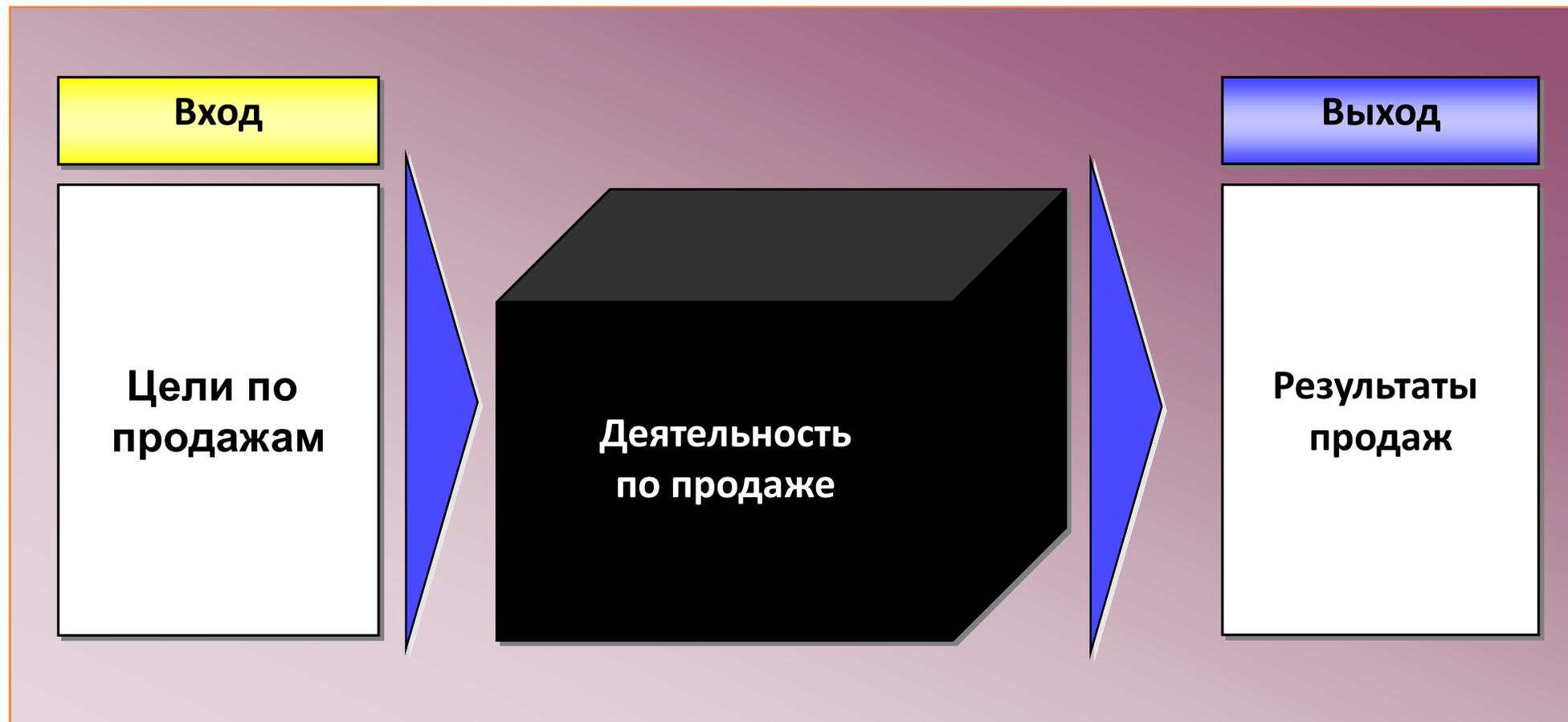
Управление продажами Анализ и планирование результатов



**Продажи - это наука со своими правилами
и закономерностями**



Продажи как «Черный ящик»
КАК УПРАВЛЯТЬ ПРОДАЖАМИ

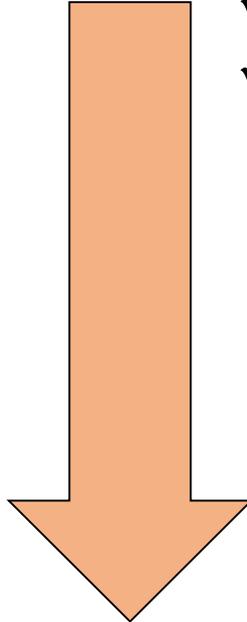


Виды планирование

Сверху вниз

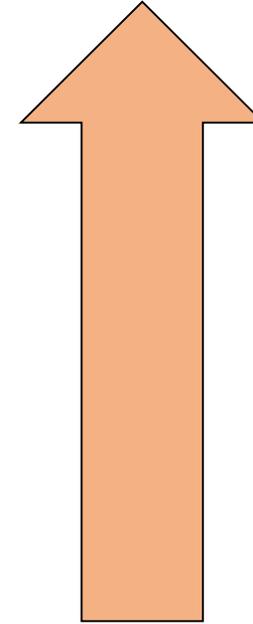
Замысел акционеров

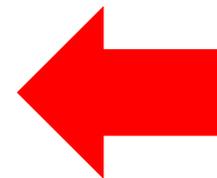
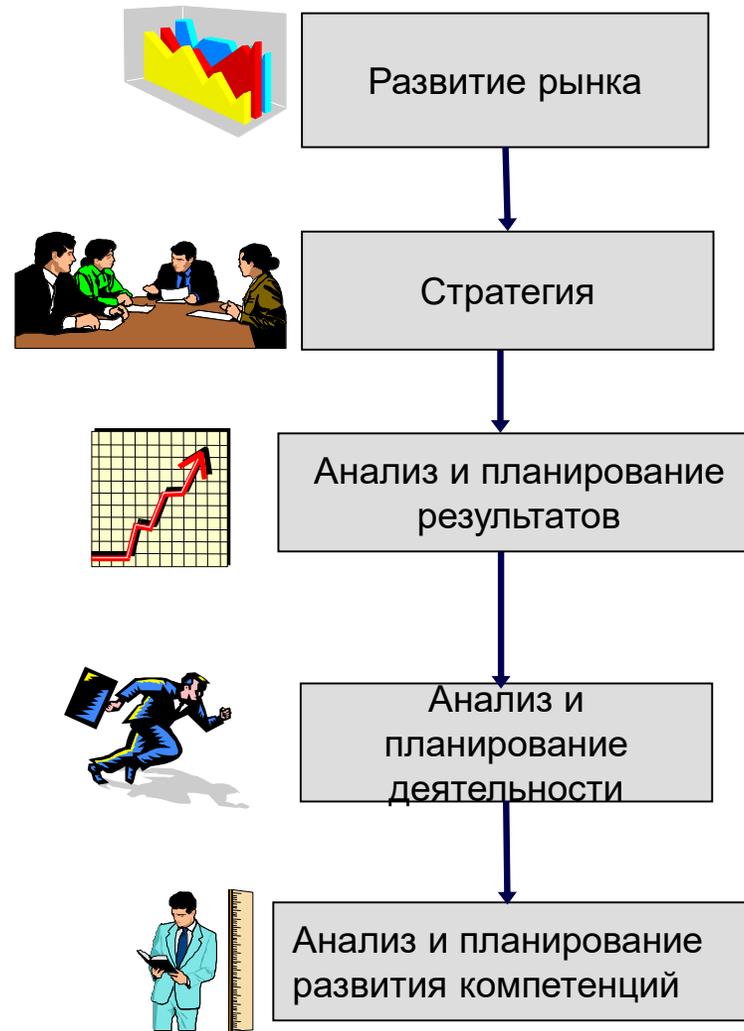
- ✓ Стратегические Планы
- ✓ Маркетинг
- ✓ Производство

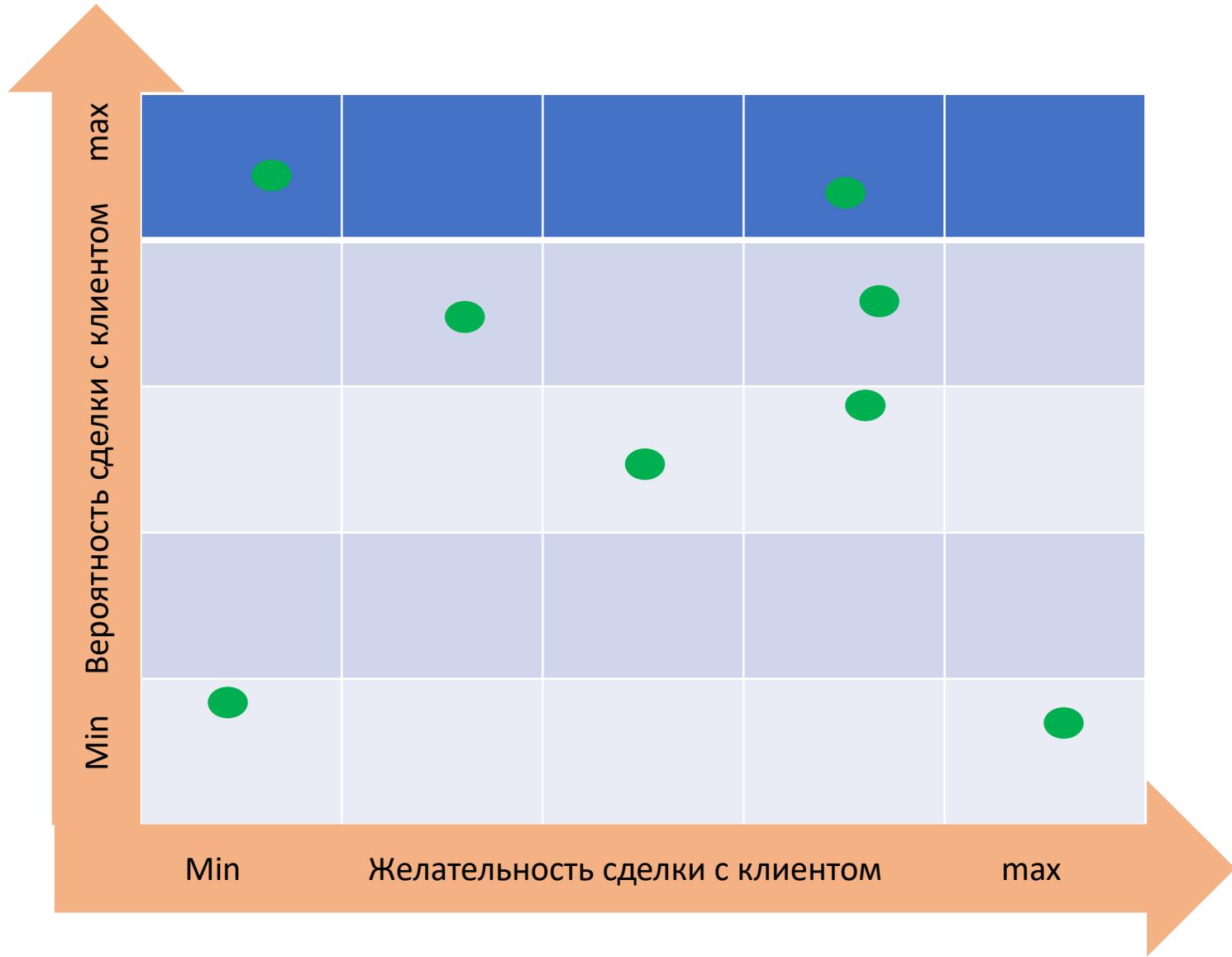


Снизу вверх

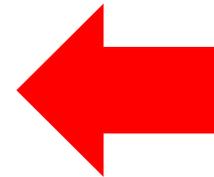
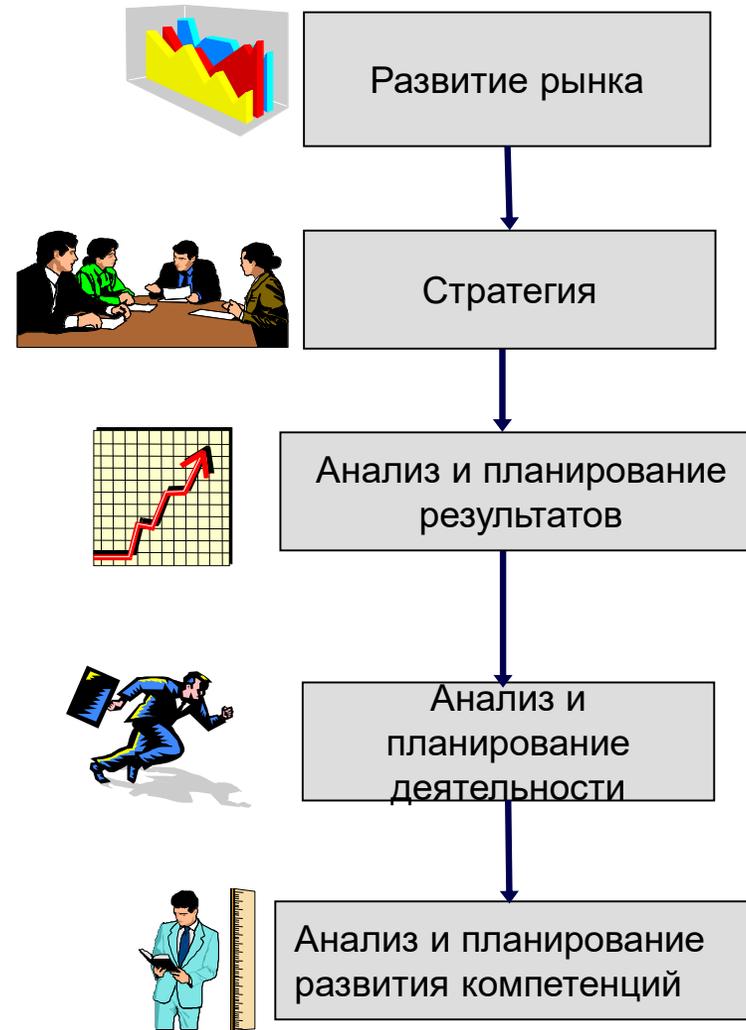
- ✓ От рынка
- ✓ От продуктового портфеля
- ✓ От клиентов



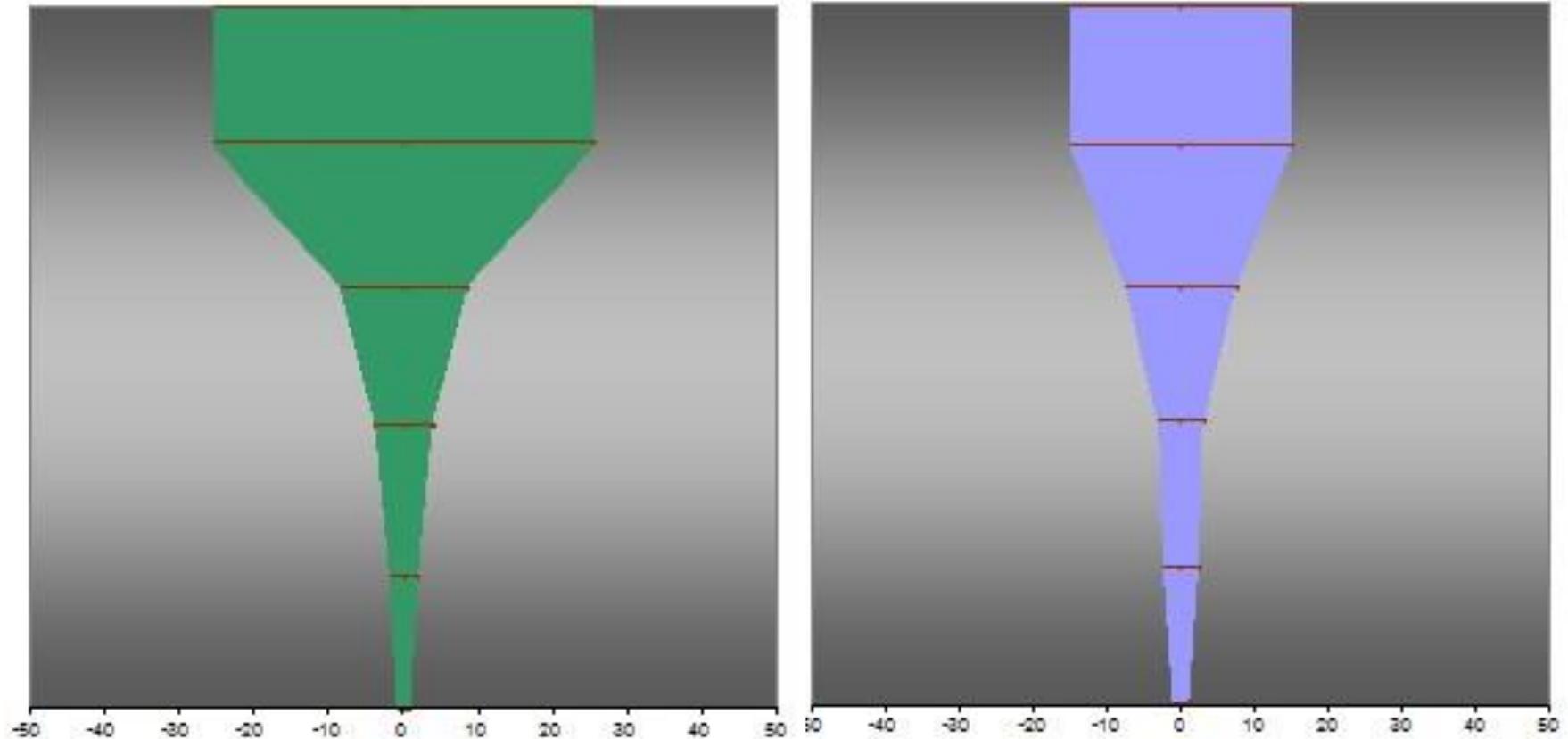








Funnel

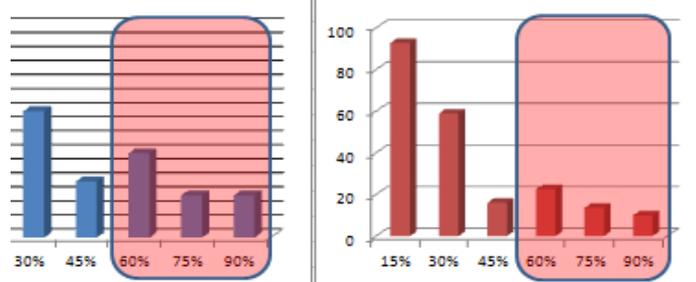


Оценка вероятностей	
15%	Предложение отправлено клиенту
15%	Назначена дата переговоров/уточнений
15%	Цена в приемлемом диапазоне
15%	Переговоры носят технический характер
15%	Конкуренция отсутствует
15%	Все члены Г П Р поддерживают наше предложение

New Business

definition: A company or a division, which has not bought for 2 years

Hit rate is changed 0%, if the customer has not reacted to the offer in 2 months, or if the offer is won or lost



Plan	Difference	%	Per month	Data
180,000 €	-32,226 €	118%		18.06.2013

7 308,000p.	-1 308,376p.			
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Hit rate Total	34%	Pipeline	Cover
1 874,502p.	€46,170	71,543 €	

Offers made, pcs	111	NB	BC	
Offers made, Euro	€574,466	€244,301	€330,165	965,185 €
Offers in pipeline, pcs	40	23	17	5,35 €
Offers in pipeline, Euro	€213,910	€140,700	€73,210	Efficiency
Won offers, pcs	45	12	33	44%
Won offers, Euro	€212,226	€78,201	€134,025	38%
Lost offers, pcs	58	23	35	4,72 €
Lost offers, Euro	€346,465	39%	38%	Conversion
		37%	63%	Ratio NB/BC
		Hit rate	30%	42,277

Hit rate definition	
15%	The offer is writt
15%	The date is set fi
15%	The price is OK
15%	The running date
15%	No competition
15%	All people influen

40,60p.
8 616,376p.

Cons	Customer	Segment	Product group	Offer (KEuro)	Present status:	Negotiation date	Comment	Price	Hit rate%	Pipeline	Final result: Column Z = Won, Column AA= add. info, e.g. to
AN	Grand Vision			4,40		14.02.2013	Time management + Karpova 20%	3,52	45%	2	September
AN	Grand Vision			4,40		15.02.2013	KAM + Karpova 20%	3,52	60%	2	July
AN	Osram			3,70		16.03.2013	Time management sales+ Patrina 20%	2,96	0%	0	won April
AN	Doka UA			8,20		17.03.2013	Sales	8,20	0%	0	won August
AN	CAT			4,50		18.03.2013	Time management sales + Patrina 60%	1,80	45%	1	September
AN	CAT			4,50		19.03.2013	Stress management + Patrina 60%	1,80	30%	1	September
AN	Orion			4,40		20.03.2013	Marketing + Shestakova 30%	3,08	0%	0	lost April
AN	Renault			4,40		21.03.2013	Motivation + 15% Karpova 2 days Pilot	3,74	60%	2	June
AN	Renault			3,30		22.03.2013	Motivation + 15% Karpova 1,5 day Pilot	2,81	60%	2	June
AN	Renault			3,30		22.03.2013	System thinking + 15% Karpova Pilot	2,81	75%	2	June
AN	Renault			4,00		23.03.2013	Org management + 30% Karpova	2,80	0%	0	lost June
AN	Meibes Rus			8,40		24.03.2013	Presentation and Time management +10%	7,56	0%	0	lost June
AN	Meibes Rus			4,20		25.03.2013	Management skills	4,20	0%	0	lost June