



Adnova Group

INTRODUCTION TO THE SALES ACCELERATOR PLAYBOOK™

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WELCOME TO THE PLAYBOOK

The *Sales Accelerator Playbook* is a set of agile best practices, tools, techniques, and processes forming a framework. The *Playbook* framework is designed around proven methods to optimize B2B sales operations and accelerate sales revenue. The *Playbook* is built on a foundation of business agility, a successful concept used in product development circles, to quickly identify and capitalize on market opportunities and mitigate competitive risks.

The Playbook's foundations rose during a conversation around enabling B2B sales teams with more reliable data to make pivotal sales leadership decisions 4x faster. Ryan and Stephanie, Adnova Group's founders, combined their 40-plus years of sales and agile team leadership experience to develop the initial strategy for meeting this challenge.

The result of that conversation evolved into the current iteration of the Sales Accelerator Playbook. We designed the Playbook for today's fast-paced world of blended in-person teams, remote teams, virtual communication, and face-to-face conversations.

AGILE TRANSLATES TO BUSINESS RESULTS

We created the Sales Accelerator Playbook on the foundation of **agile** - an iterative approach to self-organizing, cross-functional team management that enables the ability to move quickly and decisively in any direction the business needs to deliver value to customers.

63% 63% of businesses in a Gartner 2019 survey said they currently use or plan to use agile practices in business activities outside of software development.

50% Scaled Agile case studies found that businesses improve employee engagement up to 50% through adopting the Scaled Agile Framework.

58% A 2020 Aprimo survey found that 58% of respondents increased the productivity of their marketing teams through adopting agile practices.

51% A 2020 Aprimo survey found that 51% of respondents can change gears quickly based on feedback from customers and the market.

12% A 2017 InfoQ study found teams adopting agile practices reduced costs by up to 12% - and by more when agile practices are used enterprise-wide.

THE AGILE SALES MANIFESTO

We are guiding others in learning better ways of delivering value to customers. Through our experience, we have come to value:

- Relationships and interactions** over transactions
- Establishing value** over focusing on price
- Customer collaboration** over negotiation
- Strategic thinking** over reliance on what worked in the past
- Experimentation and innovation** over reactive work patterns
- Responding to change** over following a plan

While there is value in the items on the right,
we value the items on the left more.

AGILE STRATEGIC MANAGEMENT

Agile strategic management is a systematic, iterative approach to reviewing business strategy. In sales, agile strategic management is the capability of leaders to identify business opportunities and challenges and adjust strategy to set the best course of action to support the entire company's strategy.

Sales leadership meets on a set cadence, usually quarterly or monthly, to define the five core dimensions of a strategy described in the [Playing to Win framework](#):

WINNING ASPIRATION

What does winning look like for our business?

WHERE TO PLAY

What is our market niche? Who are our customers? Who are our competitors?

HOW TO WIN

Do we compete on price? Do we differentiate by the value we provide?

CAPABILITIES REQUIRED

What people, skills, and technology do we need to support the strategy?

MANAGEMENT SYSTEMS

How do we keep capabilities and team culture on track towards success?

CONSULTATIVE SALES

Consultative sales keeps the customer's needs at the center of relationship building, establishing rapport, and trust. Collaborative, empathetic conversations paired with active listening is critical to ensure that the sales team presents a successful solution.

DISCOVERY

An empathetic approach to identifying the right customers, asking questions that help sales understand customers' needs, and actively listening to build rapport and trust.

EXPLORING

Sales teams guide customers through potential solutions that tie benefits and value to a customer's explicit and implicit goals.

PURCHASING

Establishing trust and a solution fit with customer needs and goals makes asking for commitment feel natural for both parties.

DELIVERY

Post-sale support through solution fulfillment and ongoing proactive follow-up demonstrates a commitment to ongoing customer success.

ADORATION

A continuous focus on ongoing customer success fosters raving fans that refer colleagues to your business and build brand awareness through evangelism.

RELENTLESS IMPROVEMENT THROUGH PDCA

Relentless improvement is not a process or a technique - it is a culture. Relentless improvement encourages everyone in your organization to aggressively seek out and optimize everything possible through reflection, collaboration, and experimentation. A sense of urgency drives leaders and teams to improve the entire organization and increase responsiveness to an always-changing competitive landscape.

The Plan-Do-Check-Act cycle - **PDCA** - is the model we use to carry out changes through relentless improvement.

PLAN

How will changes help? How will we implement the change?

DO

Carry out the plan and measure the results.

CHECK

Did our changes meet the expectations the way we planned?

ACT

Make changes to the plan where needed, and continue the cycle until optimized.

AGILE MINDSET

The Agile Mindset is an action-oriented culture rooted in the desire to continuously deliver value to others. Fostering the Agile Mindset culture requires everyone in the organization to lead by example. We establish this culture through displaying respect, an openness to learn, a focus on relentless improvement, and the ability to adapt to changes as they occur.

RESPECT

Empathy for teammates and customers builds deep relationships through trust and understanding.

OPENNESS TO LEARN

Team members show a willingness to grow through education, training, coaching, and active listening.

RELENTLESS IMPROVEMENT

The team aggressively optimizes everything through reflection, collaboration, and experimentation.

ADAPTATION TO CHANGE

Always ready and empowered to shift focus when priorities and events dictate decisive action.

SALES LEADERSHIP

Sales leadership - including the head of sales, leader of sales operations, and sales team leads - sets the strategy, pace, and sales team's priorities. Sales leadership supports the sales team through the operational runway and provides coaching and guidance.



Program Backlog is a system used by sales leadership to organize, prioritize, and track sales campaigns, opportunity activity, and sales operations enablement efforts.



Revenue Prioritization Formula (RPF) is a quantitative method for prioritizing sales efforts, ensuring the right work gets done first.

Measurement and Analysis is a core part of PDCA, providing the information needed to validate and refine sales strategy, organize the Program Backlog, and perform sales performance management.



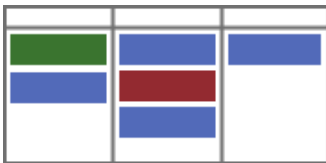
The Operational Runway is the nerve center of the sales organization. It is a collection of business-critical sales systems, such as CRM, sales intelligence, price books, quoting, contract management, case management, and document management.

SALES TEAM MANAGEMENT

The sales team - Sales Team Leads, SDRs, BDRs, Account Executives, Account Managers, Sales Operations team members, Sales Engineers - is the engine of your organization's sales efforts. The sales team takes on repetitive, planned tasks daily - lead generation campaigns, sales calls, follow-ups, demos - that can be organized, measured, and prioritized to achieve optimum high performance and sales acceleration.

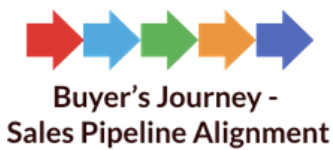


Scrum is an agile system for organizing the work of an agile team. Work is broken up into time-boxed intervals called **Sprints**. Each Sprint is planned before it is started, with the highest value work in the Program Backlog assigned to the team. Each day, a 15 minute stand-up meeting called the **Daily Scrum** is held, where each team member reports on their progress and keeps other team members accountable.



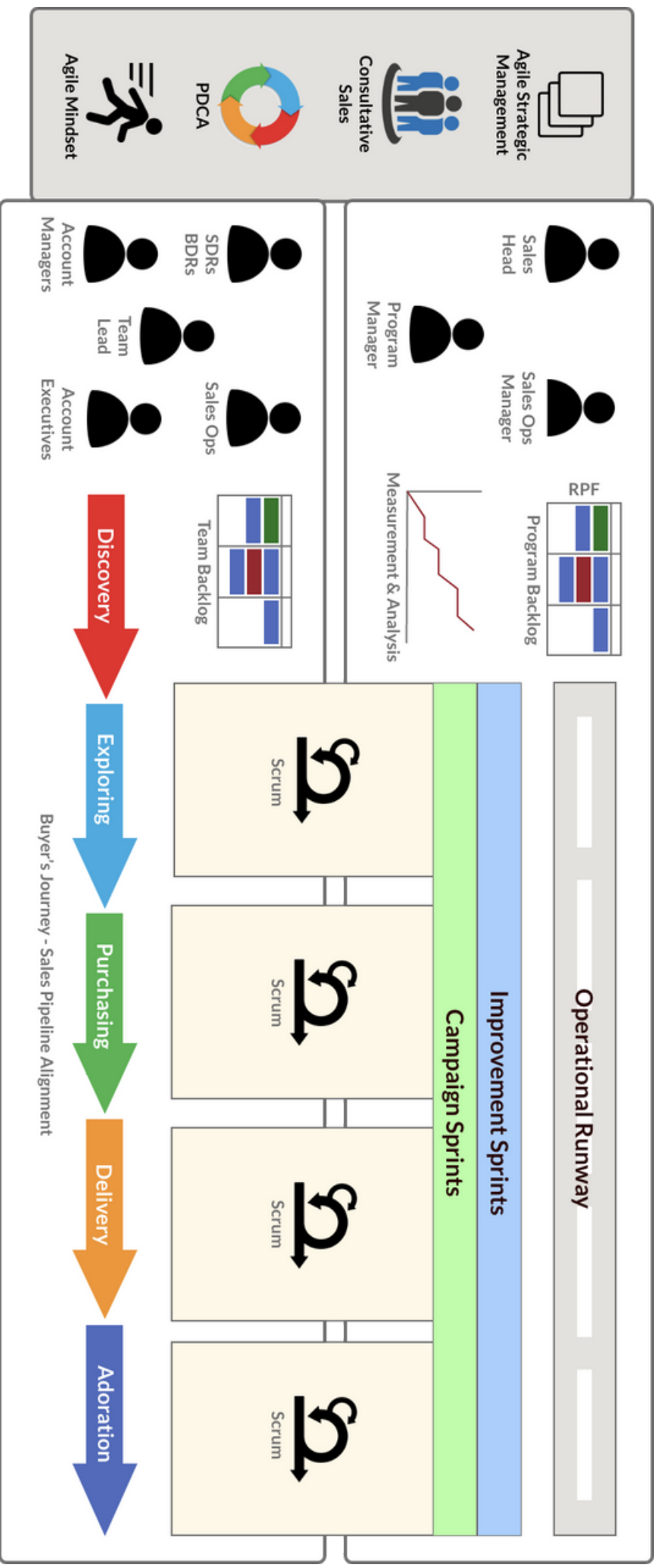
Team Backlog

Team Backlog is a system used within each sales team to organize, prioritize, and track progress on work assigned to the sales team for each Campaign and Improvement Sprint.



Buyer's Journey Alignment with the Sales Pipeline is a core component of sales acceleration. Activities within the sales pipeline must be matched with the same steps your customers take during their journey. Misalignment in the sales pipeline greatly slows down lead-to-close times.

AGILE ACCELERATOR PLAYBOOK CANVAS





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THANK YOU!



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