



CASE STUDY

Digital Sales: Aligning and Growing  
Organizational Motivation With Sales  
Performance

Sales management can be a resource-demanding task. Aside from aligning commercial objectives with corporate and business goals on key accounts, businesses also have to ensure that the best deals are made, while maintaining the motivation of the salesforce. This often requires the involvement of multiple organizational departments, such as marketing, finance, accounting, and human resources. Without the right digital tools, it can become a manual and labor intensive effort, whenever incentives or commercial conditions are changed.

We supported a client by developing a new digital solution to guide deal-making activities, ensuring compliance with commercial conditions and optimal sales outcomes. We also installed a “motivation factor” into the digital platform, allowing sales reps to deduce their entitled commission from each deal. The results spoke for themselves.





## How we Create and Elevate Digital TopLine Power

**We enable:** We enable you to activate the most relevant digital channels to reach your customers.

**We empower:** We navigate you towards your future digital business.



**We elevate:** We elevate your pricing decisions to the next level by combining data, machine learning, and software.

**We expand:** We fuse marketing with digital to boost your return on ad spend, and customer lifetime value.

## Case Study: Aligning and Growing Organizational Motivation With Sales Performance

### Situation & Objectives

A leading global MedTech player with a strong footprint in visualization systems based in Asia investigated how to optimize deal performance, and increase overall profitability. The project objective was to develop and integrate an innovative and pragmatic digital solution to boost sales performance, improve compliance with commercial conditions, while elevating the motivation of the sales team.

### Approach & Solution

First, we conducted a pricing and sales audit, analyzing the current pricing and deal logic. Based on these insights we introduced a customer performance-based discounting scheme, which was linked to sales incentives to encourage the sales team to drive higher price realization. Then, we outlined an app concept that would integrate the refined discounting scheme and simulate incentive. The prototype was closely aligned and tested with the sales team before we integrated the final solution directly into the Salesforce.com interface. Now, sales reps can directly see the commissions available based on different deal types. In addition, sales reps can compare their performance with their peer group, further driving motivation through competitiveness.

**A fully integrated sales experience was created for sales reps, providing pricing guidance and commission transparency**



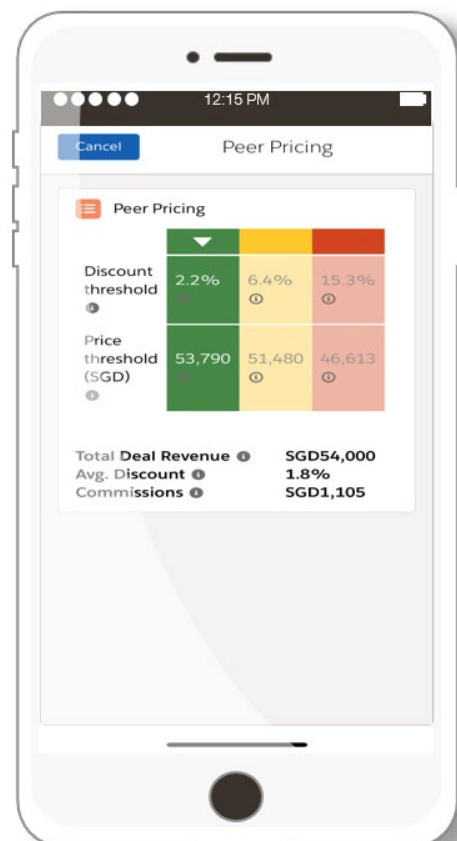
Pricing and commercial conditions are defined within pre-approved boundaries, ensuring all deal making is consistent and compliant.



Once the commission simulation was functional, sales reps were able to pursue higher value deals



Peer performance comparison enabled each sales rep to compare their performance with their peers within the organization



## Impact

**+3%** improved return-on-sales within six months

Our digital solution provided the client with optimal organizational tools to help elevate the salesforce. As a result, the salesforce was better motivated and engaged to close more and better quality deals, increasing sales in six months.

Not only did the deals consist of higher value contracts, but, most importantly, customer satisfaction increased as sales reps became more attuned to fulfilling all consumer needs on a consistent basis.



The PeerPricing Tool helped us to enforce the prices we deserve whilst boosting our sales team motivation.

VP Sales  
Simon-Kucher client

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## About Simon Kucher & Partners

For over 30 years, Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading top-line advisor and thought leader. We have served more than 100 of the Global Fortune 500 companies, and our clients come from all major industries.

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