



SALES CONTROLLING

OUR HOLISTIC AND VALUE-ORIENTED APPROACH TO A DYNAMIC SALES CONTROLLING



BUSINESS CHALLENGE

- Limited transparency on sales-performance due missing aligned sales controlling processes and system support.**
 Time-consuming sales controlling processes due to heavy manual procedural workload and non-integrated data sources.
 Unavailable ad hoc overview of the performance of key accountants and sales staff due to long-lasting data gathering procedures and missing appropriate monitoring tools. Undefined sales stages for a further analysis of lost deals and conversion rates.
- No strategic client segmentation to develop account plans**
 Inability to evaluate sales performance for each customer to enable sales force to develop comprehensive sales account plans to improve overall sales efficiencies.



OUR APPROACH

- We identify optimisation areas and design the solution with our clients.**
 With the design and establishment of a holistic sales controlling process we ensure detailed tracking of every single opportunity in the sales pipeline.
- We create transparency and ensure 24/7 availability of up-to-date sales reports along various reporting dimensions.**
 Our fully automated solution makes individual performance evaluation of sales managers possible as well as provides salesforce itself with a powerful customer monitoring tool.
- We enable significant improvement of the planning process to integrate with subsequent value chain processes.**
 By integrating opportunity management and sales planning with subsequent processes like procurement and production planning significant operational efficiency potentials in the value chain can be realised.



VALUE DELIVERED

- Fully transparent sales pipeline as a reliable basis for planning.**
 Generating a complete and detailed sales pipeline overview ensures more accurate operational and financial planning in short- and long-term.
- Clear monitoring of the performance of key account managers.**
 Having a detailed overview of key account managers' performance allows for better human resource planning, incentivisation as well as client management.
- Daily updated and easily accessible tool for sophisticated sales analyses.**
 Implementation of a powerful opportunity and sales tracking tool provides key account managers with easy access to the whole data and saves tremendously the cost spent on reporting.

BASE CAMP MANAGEMENT CONSULTING GMBH

Base Camp Management Consulting is a management consulting firm working closely with private equity investors and mid-market companies. We realise value potential through the development of companies with the aim to create a clear transparency of the company's performance, to promote sustainable growth and increase the overall enterprise value. Our core topics include our Digital Management Cockpit solution as well as our specialised private equity advisory, financial and business transformation services. As we work, we focus on the big picture, communicate in plain language and develop viable solutions for our customers.



GET IN CONTACT

Dennis Gmeiner, CEO
 P: +49 (0) 89 2441 998 - 0
 E: dennis.gmeiner@basecampconsult.com

www.basecampconsult.com