Does Agile really work in sales?
3 years ago…
in NYC
This is how it all has begun:

From Bank to... Agile Museum
There was a result, but there was no answer to the question: Does Agile work in Sales or not?
Agile - is a mindset, state of mind. It takes a while to change individual mindset. I took Scrum as a tool, to help me shift mindset of sales people.
The 1st serious Case - Bauservis
✓ launch the pilot team
✓ losers team
✓ Training Scrum
✓ New backlog
New backlog

Qualitative indicators

Quantitative indicators
My first results

Thanks to my work, we have fell by a factor of 2, on all performance indicators
Plach
Yaroslavny
2 months later we saw the first results: sales grew by 50%
Everything started to undergo transition: not just sales dept but the whole company

WE GREW UP 84% but...
12 months later sales grew by 127%.
Insights

1. Scrum in sales works.
2. To change a mindset and make sales more agile - you need to adopt a backlog
3. Become more collaborative with other organizational areas - retro, demo
Case №2
DONE 1st

1. Changed structure - 8 managers per 35 people, cross-functional teams - no more than 12 people each, Working on the same shift, without hierarchy. - there is a team + PO (one manager, instead of 8).

2. Interaction between doctors fo different level and with administrative personnel

3. Scrum
What do you think happened?
Agile transformation has come to life

The Clinic has improved significantly. In 5 months, there was 105% increase in sales. This was another proof that Agile in sales - works. Even a security guard decided to experiment with selling.

This was a very successful case and the decision was made to scale it to other clinics, while making the original "prototype" client as center of agile education (FB - it was fast).
Insights

1 - Cross-functioning (initial patients, general involvement, acceleration in decision making)

2- Leadership - agile coach cannot be a leader, there is a need to have a role model of a leader, internally

3- Side effect - Decrease is Medical Malpractice, and overall increase in service level (as side effect).
Agile works not always (Case №3)
What do you think happen next?
Insights

Agile in sales does not work. Where there are not professionals.

values of ownership - the keys to success
Results

1. scrum in sales works
2. adaptive backlog
3. collaboration between vertical towers
4. cross functional teams
5. leadership inside organization
6. values of Owner
# SWAY - Agile sales framework 1.0

## Key Objectives
- Sales target for next 3 months.

## Strategic clients
- List of strategic clients.

## Key messages & Value Proposition
- How does our offering address our customer's pain or value?

## Strategic products
- What is our focus?

## Market Strategy
- Who is our best customer.
- How has the market changed and what do our customers want?
- Who are our main competitors?

## Sales Team
- What is the composition of the team.
- How much do they know the product?
- How do we improve collaboration with other units?
- What do we need to do to improve?

## Promotions & Budget
- What budget do we have for these 3 months.
- Where do we want to invest this money?

## Opportunities
### Growth
- New customers.
- New markets.
- New territories.
- New sales.
- New channels.

### Upsell
- What do we offer existing customers.

### Innovation
- What processes can we change to be more effective.
Jeff Sutherland change Scrum Guide.
Side effects of Agile
Don’t ask yourself if agile works in sales.

Better, ask yourself, why you still did not try it?
Would you like to know more? Feel free to write me.

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