

By Marina Alex
NYC, 2019

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?



Disclaimer



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 from 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 in Medical Malpractice, and overall increase in service level (as side effect).**

Agile works not always (Case №3)



What do you think happen next?

0

%

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

FRAMEWORK guide



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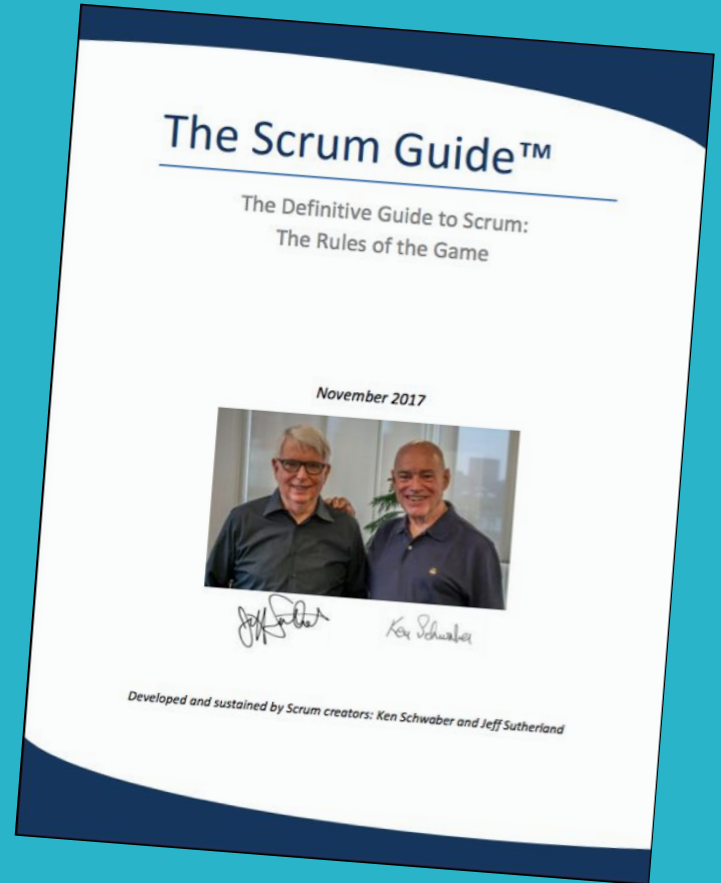
SWAY - Agile sales framework 1.0

Date:

Owner:

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?	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.
	Strategic products  What is our focus.	Market Strategy  Who is our best customer. How has the market changed and what does our customer want. Who are our main competitors.	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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