



High performance. Delivered.

Powering Profitable  
Sales Growth—Five  
Imperatives Transcript

## #1: Spend Optimization

**Are your sales investments increasing your profits?**

Increase the impact of your sales spend. Put your money where your profit is.

Agile sellers strategically align their working sales spend, power profitable growth and bolster return on investments.

Discover more in-depth analysis in Accenture's "Powering Profitable Sales Growth—Five Imperatives" report [www.accenture.com/salesspeed](http://www.accenture.com/salesspeed)

## #2: Price and Profit Optimization

**Do your sales teams negotiate for profit as well as top line revenue?**

Master the art of the deal. Focus on improving margins and customer retention.

Agile sellers invest in price-strategy adoption and deal-level governance, and monitor outcomes to increase deal profitability.

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## #3: Execution and Operations Excellence

**Is your sales playbook delivering an integrated experience and insights for sellers?**

Focus on experience and insights. Prioritize tools that will fuel sales reps' success.

Agile sellers architect the selling experience to serve the Nonstop Customer, embrace digital and cloud as catalysts for change, and evolve operations to be the "insight engine" for sales.

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## #4: Enablement of Sales Talent

**Are your sales reps meeting their objectives?**

Apply science to unlock the "frozen middle". Top sales reps generate the vast majority of revenues, while the majority are stuck.

Agile sellers apply science to uncover the DNA of leading sellers and apply those insights to the sales coverage model, roles and enablement.

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## #5: Digital Selling

**Does your entire front office fuel sales?**

Build a front-office 'engine' for agile selling. Embrace analytics and digital channels to provide a consistent, positive customer experience.

Agile sellers crush the silos that slow sales, embrace the evolving role of retail and channel partners, and re-orient the front office around the Nonstop Customer.

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