



# YOUR HIDDEN SALES FORCE

Sales led or **Services** led?

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# At The End of Today



Stimulate thinking

Challenge convention

Create an action plan

# Services Led Sales

Your experiences?



Changing, **commoditised** world

**Sales lead** then services follow

Technology revolution for **buyers**



# The Buyers Journey

I was Unaware now ...

Have a problem ?

Want a solution! ... not a widget



Paradigm shift

What does that look like?

Elevate the conversation

Can you make the Transition?





# Case Studies

**T**ail wagging the dog

**D**og vs Tail

**S**ervices transformation

# Plan of Attack

- KPI's
- Tools
- Behavior & Rewards
- Communication Strategy





Ranging from ...



# Challenges

## Field Service v Sales

Trusted partner

Compromise standards  
and relationships

Focused on issue at hand

Don't want to be **measured**

Didn't sign up for sales



# How About...

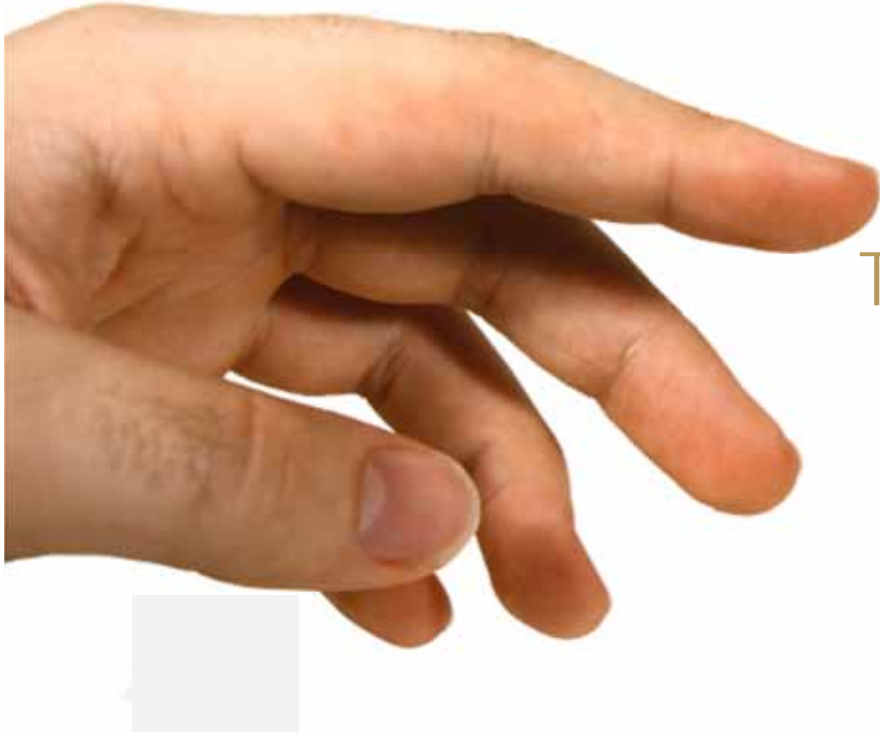
Identifying  
'things to look  
for' tool

Behavior &  
incentives

Collaboration &  
engagement



# Opportunities



## Tools

Look for what ?

How to identify it

What to do next

Identify the entrepreneurs

# Behavior and Reward

Behavior gap ?

Financial reward

Customer service or retention

Utilisation or KPI's



# Communication Strategy



Design then sell

Buy in – new team

Agree success

War Stories

# Attack Plan

KPI's

**Outcomes**

Tools

**What to look for**

**Entrepreneurs**

Identify behavior changes

**Reward systems**

Communication and collaboration

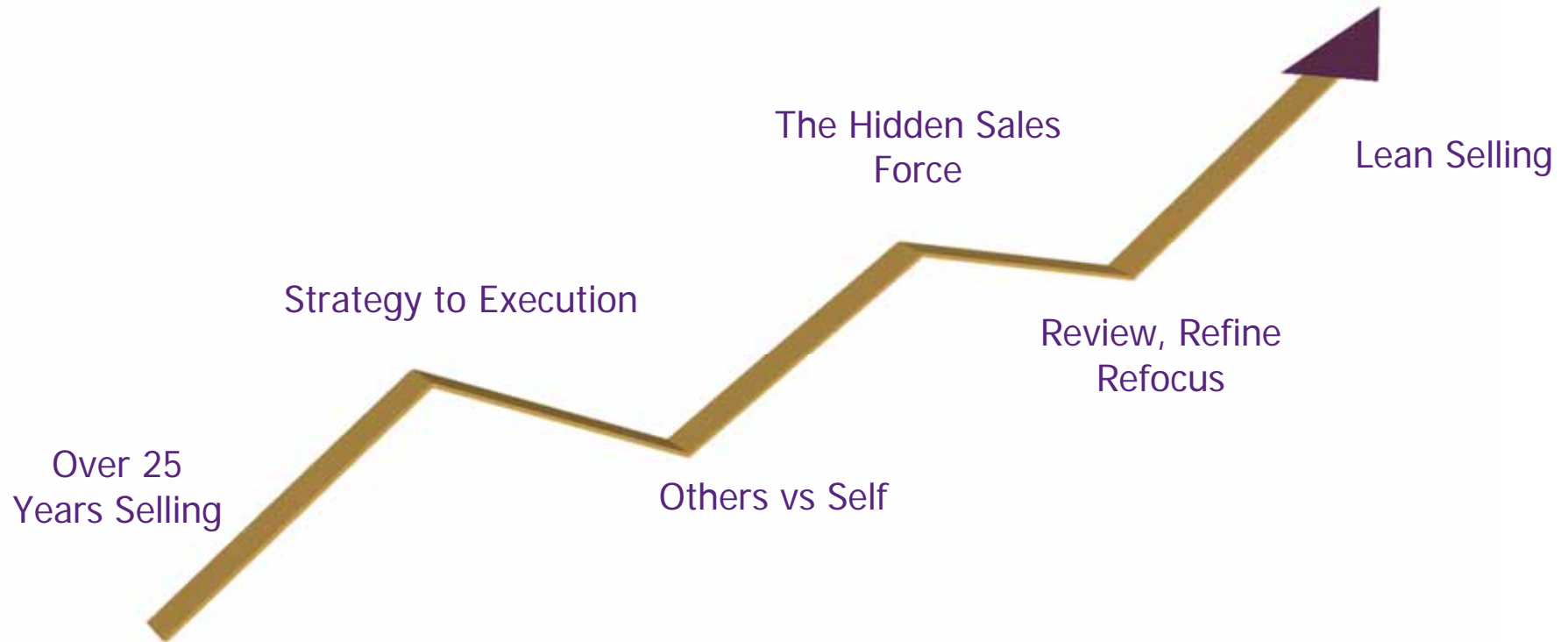
**Agree success**

**Communication – War stories**



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