

## SUCCESS STORY: Salesforce Accelerator

Leading pharmaceutical group lifts sales force effectiveness



*“Salesforce Accelerator has allowed our sales managers in particular to improve their effectiveness and measure what they do, while supporting them in achieving their results.”*

**Synopsis:** Tony Potter, National Sales Manager at Solvay Pharmaceuticals sought to improve the effectiveness of his sales Team of three regional managers, 11 field managers and 82 sales representatives. After evaluating a range of solutions he chose Decideware’s Salesforce Accelerator to provide him with a clear and concise view of the information he needed to improve sales performance. Salesforce Accelerator was successfully deployed - becoming a key factor in helping to lift the quality and efficiency of Solvay’s sales team which exceeded their 2005 revenue target by 3%. A very pleasing result.

### Challenge

Solvay Pharmaceuticals operates in a highly competitive Australian market. The company’s sales force faces a major problem in trying to make their promotional messages for about a dozen product lines heard above the ‘noise’ of rival companies. The company targeted sales of \$A50 million for the 2005 financial year.

On joining Solvay, National Sales Manager Tony Potter saw his personal challenge as achieving nationwide consistency among the sales force. The Team at that time comprised three regional managers, 11 field managers and 82 representatives. **Tony sought to improve their effectiveness by deploying a computer solution capable of supplying information for key decisions that would drive continuous improvements in sales force performance.**

He wanted a single online tool to capture, consolidate and present all relevant data in order to deliver both consistency of performance measure, and measurement method. “Essentially I needed to manage and measure improvement objectively over time,” he said.

### Solution

**After evaluating a range of options, including CRM solutions, Tony Potter opted for Decideware’s Salesforce Accelerator.**

Salesforce Accelerator is a strategic tool to help measure and monitor the performance of sales representatives.

**“Once I saw it, I thought, ‘This really is an ideal way to improve the performance management process for our sales team’,” said Tony. “I saw it as a tool to give me a clear and concise view of all the information I needed to improve sales performance. It captures, consolidates and presents all the data I need in a single source, saving me the difficult task of pulling in information from different systems.”**

Salesforce Accelerator presents a single view of key sales results, activities and skills for each representative and team.

Even before taking the first snapshot of Solvay’s sales team, Tony discovered additional benefits. In a careful implementation, he introduced his selected methods and criteria to all representatives, to make sure they understood what would be measured,

and to emphasise that the measurement would be consistent across Australia.

“We ironed out any potential deficiency in parameters by using exactly the same process nationwide,” he said.

Prior to the introduction of Sales Force Accelerator there were concerns among some sales representatives about the nature of their one-on-one performance appraisals. But careful explanation of the assessment process eased any doubts, so by the time Solvay undertook its first snapshot in mid-2005, staff attitudes were positive.

The process begins with an explanatory email to sales staff, who then go online and carry out a self-assessment. Simultaneously their manager carries out an assessment, then the two meet to discuss the differences in their results. Finally they produce a sales performance scorecard to which both parties agree.

“Usually these assessments are fairly close, though there are cases where a representative rates higher or lower than his or her expectations,” says Tony. “When we set up the system, however, we made sure there were very clear descriptors at each level, so differences of opinion are slight.”

*Salesforce Accelerator is “... a tool to give me a clear and concise view of all the information I need to improve sales performance. It captures, consolidates and presents the data in a single source, saving the difficult task of pulling in information from different systems.”*

National Sales Manager



## Success

A follow-up survey and assessment in November showed that the quality and efficiency of Solvay's sales team had progressed during the preceding six months - an overall score of 55 compared to 52 in the earlier survey, and the company also exceeded its 2005 revenue target.

According to Tony Potter, the overall matrix for both reviews shows that most individuals have moved in the right direction.

“Salesforce Accelerator was certainly one of the factors to which we can attribute the advance in our goals during 2005,” he said. “Consistency of measurement and evaluation have been key outcomes. This has enabled our sales managers doing the measurement and assessment to hold some well informed discussions with reps.

“It's a great system for measuring objective data such as lead and lag indicators, but it also measures some of the softer indicators like team spirit. It shows how people perform their jobs, while giving insights into their attitudes and behaviours.

“Although our sales team was already efficient, Salesforce Accelerator has allowed sales managers in particular to improve their effectiveness and measure their performance, while supporting them in achieving results. Field managers and regional managers have been able to change representatives' view of the world to better reflect reality.”

Solvay's sales force, especially the field management team, have become wholehearted supporters and are keen to contribute to the solutions continuing development, there is positive debate about ways to improve measurement.

Tony Potter says: “The beauty of the Salesforce Accelerator review process lies in its very technical yet dynamic assessment. The process is not set in stone. After each review, we can adapt the parameters and weightings to suit our business model. It's also good to know that Decideware is always keen to take on board our suggestions for tweaking the solution.”

**A last word from Tony: “Personally I am very pleased with Salesforce Accelerator, and from the organisational point of view we are pleased with the way it's been introduced and the levels of acceptance. I see it as a positive tool and virtually all our sales people agree that it provides a good sustained measurement of the team.”**

## Solvay Pharmaceuticals

Solvay has evolved rapidly in recent years, into an international chemical and pharmaceutical group which holds worldwide leadership positions in most of its activities. Today the group has over 400 units in 50 countries. Almost 30 000 people, 2,650 of them in research, apply their talents daily to satisfying 160 000 clients. Solvay, which operates in Pharmaceuticals, Chemicals and Plastics, generated EUR 7.9 billion of sales in 2004. Group HQ is in Brussels.

Since entering the Australian market in 1997, Solvay Pharmaceuticals has grown steadily. Expansion has accelerated during the past three to five years.

### Drive sales with Salesforce Accelerator, please contact:

sales@decideware.com  
www.salesforceaccelerator.com

#### San Francisco Office

Decideware, Inc.  
One Market Street  
Spear Tower Suite 3600  
CA 94105  
T: 888 666 5553

#### Sydney Office

Decideware Development Pty Ltd  
Level 22, 111 Pacific Hwy  
North Sydney NSW 2060 Australia  
T: +61 2 9959 0600  
ABN: 29 090 097 448

USA/Canada Toll Free 1-888-666-5553,  
Sales: Press 1

Decideware is an on demand software development company with clients and partners located world wide.

Clients include:

- ▶ AMP
- ▶ ANZ BANK
- ▶ BURGER KING
- ▶ CADBURY SCHWEPPE
- ▶ COLES
- ▶ COLONIAL FIRST STATE
- ▶ ERNST & YOUNG
- ▶ HANESBRANDS
- ▶ LUNDBECK
- ▶ MACQUARIE BANK
- ▶ MCDONALD'S
- ▶ NATIONWIDE
- ▶ PFIZER
- ▶ PROCTER & GAMBLE
- ▶ QANTAS
- ▶ RTA
- ▶ SEVERN TRENT
- ▶ SOLVAY
- ▶ STOCKLAND
- ▶ ST GEORGE
- ▶ TELSTRA
- ▶ WYETH

We can customize solutions for all industries.

2008

**Salesforce**   
**Accelerator**  
**DRIVE SALES**