INLINESALES

National implementation of Standard Sales Procedures

Challenge

- Inconsistent performance between business units
- Process improvements not being propagated
- Poor communications
- Minimal knowledge sharing
- "Re-inventing the wheel"

Solution

- Identify best practices
- Establish standard knowledge taxonomies
- Establish consistent process for knowledge acquisition
- Deploy standard conventions & tools

Payoff

- World class work practices deployed at 15 national sites
- Common business language used
- Redundancies eliminated
- Lower costs
- More productivity

Large German multinational consultancy

Challenge

- Start business in the UK by starting to sell (win a client) before investing in start-up

Solution

- 5 phase approach of Inline Sales
- Recruiting of sales team
- In-house sales team
- Partnerships
- Sustainable sales approach

Payoff

- Profitable business in less then 6 months
- Sustainable pipeline
- Cross-selling

Large European Insurance Company

Challenge

- **First in the market as a competitive advantage**
- **Rapidly launch new innovative product across Europe**
- **Replicate in all European countries as rapidly and cost-effective as possible**

Solution

- **Combination of product positioning, design, launch and technology platform**
- **Implemented in the Netherlands in 6 months**

Payoff

- **Benefits of scale**
- **Fast launch to market**
- **Increased revenue and market share**
- **Cross selling of products**
- **Ability to take on more new projects**

Internet hotel booking service

Challenge

- **Many competitors**
- **No money available for marketing campaign**
- **Difficult market situation**

Solution

- **Encouraged simple design of site (usability)**
- **OEM of service (with two large websites)**
- **Introduced possibility that customers have choice to book by calling**

Payoff

- **450% increase in revenue**

International software company

Challenge

- **Two important customers wanted to buy product from competitor**
- **Rebates so high that revenue with customers was not covering costs**
- **Everybody was blaming each other**

Solution

- **Focus on business needs of these customers rather then the product**
- **Introduced account managers**
- **Implemented SLA**

Payoff

- **Customers did not leave**
- **Increased revenue with both customers**