



Sales Acceleration Lab™

The aim of the **Sales Acceleration Lab** is to support and guide sales management by open minded innovation based business development.

Perspectives include: strategy, growth, commercialisation of innovations, value creation, change situations, planning, management, responsibility, roadmap and implementation capacity.

The service is intended for the company's sales key personnel when they want to ensure the most risk-free and effective strategic choices and related sales measures.

Examples of the content of the Sales Accelerator Laboratory work:

- Analysis of the current sales state
- Sales Strategic choices
- Market and customer understanding
- Sales value creation model
- Commercialisation of innovations
- Sales development path and roadmap

The service is based on Design Thinking research experience in sales in basic and postgraduate education and in further education at Aalto University and Stanford University. The method has been thoroughly tested over 30 years in 300+ companies and organizations globally and produced by Innoman Oy's PhD level experts.

About the service:
"Cooperation with Innoman has been a very good investment in the future."
Managing Director
Aki Kinnunen,
Naulankanta

Sales Acceleration Lab™ - Example

Pre Workshop: Pre-assessment and planning of the workshops. In addition, participants fill out an initial survey before the first workshop.

Workshop 1. The big picture of the sales and clarifying of the vision

- The company's sales mission, vision, strategy, goals and values
- The company's sales as part of the business model
- Sales goals for internationalisation
- Sales as part of the sustainability goals

Workshop 2. Sales analysis and planning

- Business environment: internal and external stakeholders
- Increasing customer and user understanding
- Resources and skills: current and target state
- Organizational model
- Defining the main sales processes and their development needs
(Marketing, sales, order and customer service, production and delivery, project management, procurement, logistics and warehouses, product development, innovation and product information management, planning, post-processing, quality, financial management, human resources management, information management, management)
- Current information systems and their development needs for sales
- Existing products and services and sales role for brainstorming new ones

Workshop 3. Sales and value creation models

- Value proposition, value creation and value capture
- New customer acquisition and customer relationship management processes
- Designing a sales roadmap
- Defining the sales as part of the business model

Workshop 4. Concrete sales development path

- Service Process Diagram
- Perform a scalability analysis
- Creating a business and sustainability roadmap for sales
- Summary of the results obtained
- Deciding on further measures.

Post Workshop: Post-evaluation and need for funding for e.g. Business Finland's development funding or EVK development funding. The processed material also meets the application requirements of Finnvera, Fiban and banks globally.

Between the workshops, we implement participants' homeworks and background checks by our experts. The length of the workshop day is 7 hours and pre-/post workshop 3 hours.