

# How do I improve sales force performance?

BOC / Linde case study

## The challenge: Deliver consistently better pricing via big data insights

Discounts offered on the recommended price **varied greatly** between sales people and products. Optimal discounts were not readily known

For every \$100 of **potential revenue**, \$25 was **eroded** through discounting by the sales force

### Approach

1

BOC commissioned Quantum to build a pricing and CRM system that enabled learnings from the entire sales force to be available to each individual account manager

### Findings

2

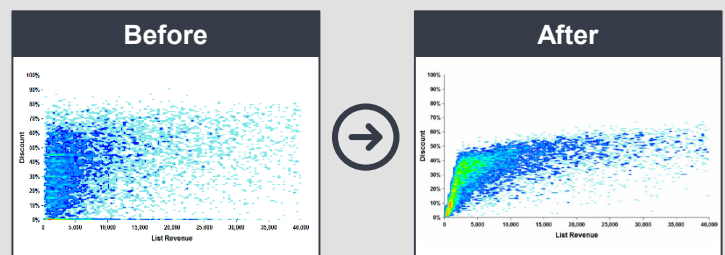
- ✓ Like-for-like deals were receiving quite different discounts
- ✓ Bureaucracy around discount approvals was consuming an inordinate amount of management time and leading to poor quality of judgement regarding which deals were approved

### Actions

3

- ✓ Aggregated sales force knowledge into benchmark prices and enforced automated pricing rules
- ✓ Used data science to accurately determine appropriate discount levels, accounting for more than 40 variables

#### Discount pricing



## The outcome

The new system typically delivered up to **1% of sales** in additional revenue through pricing

Management time spent on approvals **decreased up to 80%**

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