

Sales Management Association Webcast



**SALES
MANAGEMENT
ASSOCIATION**

Sales Transformation at NielsenIQ

20 July 2021

Presented by

Nicole Collida Davis
Head of Global Sales
Operations
NielsenIQ

Michelle Vazzana, PhD
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About The Sales Management Association

A global, cross-industry professional association for sales operations and sales management.

Focused in providing research, case studies, training, peer networking, and professional development to our membership.

Fostering a community of thought-leaders, service providers, academics, and practitioners.

www.salesmanagement.org

www.salesmanagementconference.com



Today's Speakers



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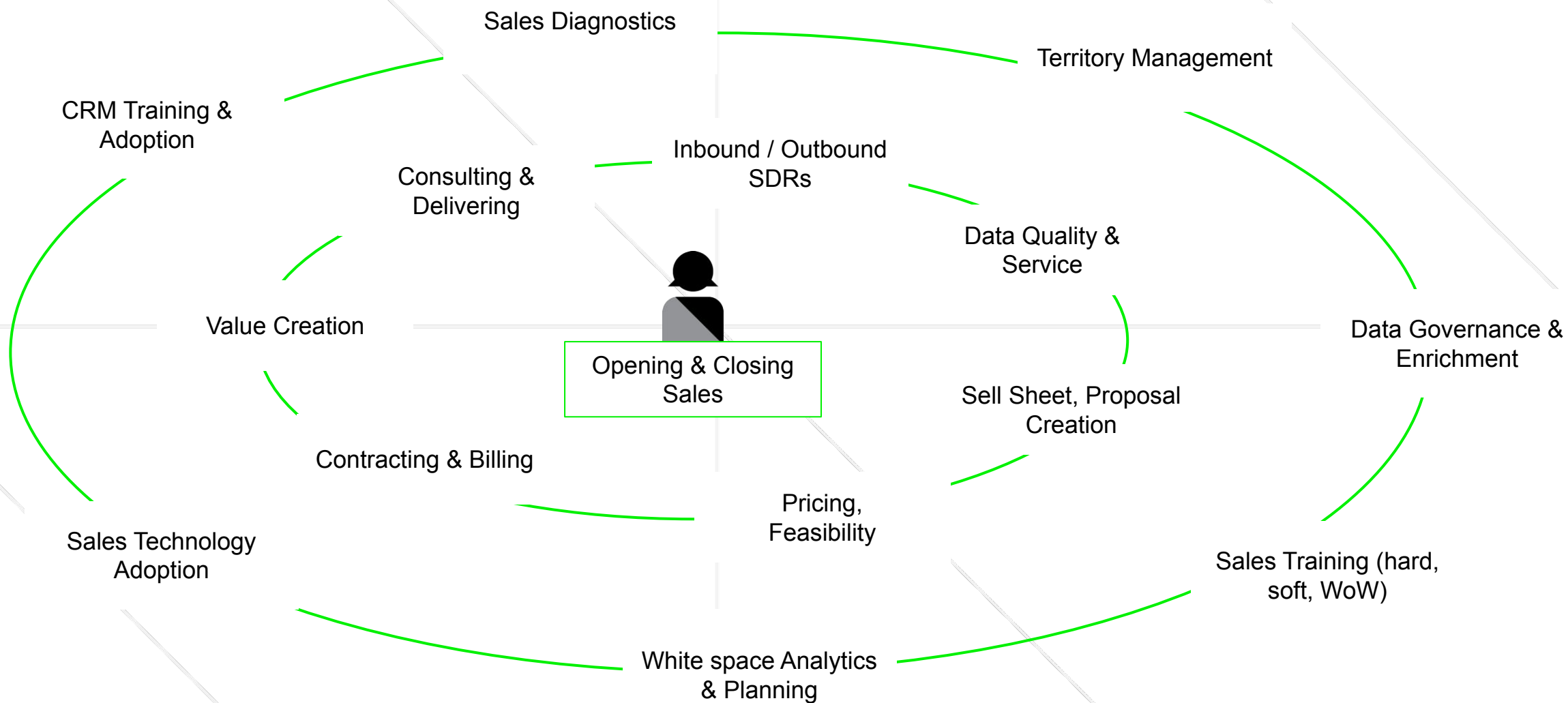
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Navigating the storm





A quick poll:

When challenging culture, what was the biggest single roadblock you faced?

1. Budget
2. Executive Endorsement
3. Seller Adoption
4. Client Response



The process began to materialize

Define

Growth, enabled by efficiency and effectiveness of our sellers

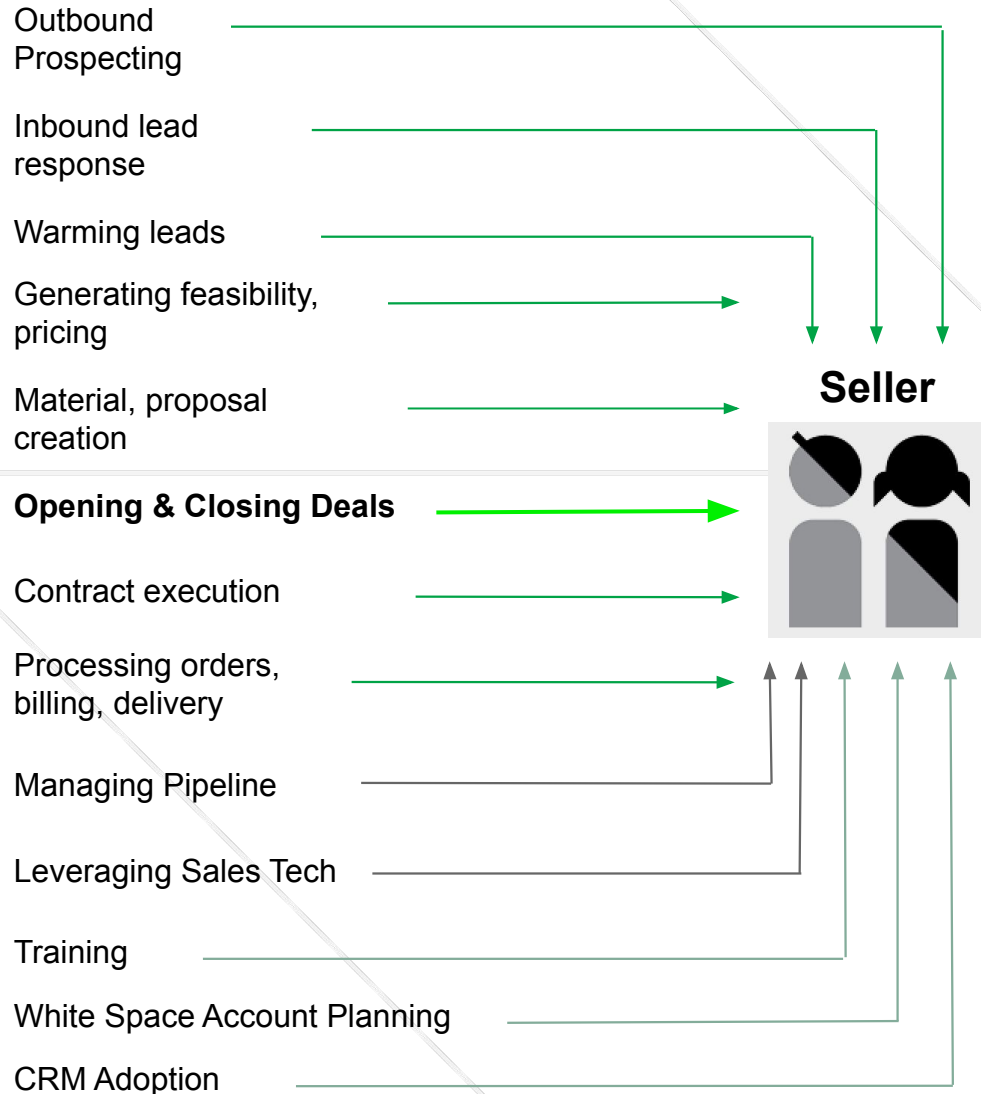
Research

Understand Time & Motion of our associates and assessing coverage needs

Engage

Early and often, at all levels, tapping into talent to begin the cultural shift

Our transformed approach



Sales Readiness Hub

Centralization of Sales Funnel actions including prospecting, inbound/outbound lead generation and warming, pre- and post-sales support generates both efficiency and effectiveness for sellers

Front-Line Sales Teams

Laser focused on client-facing deal activity. Accountable for opening and closing deals, freed from administrative activities that reduce productivity today.

Functional Support Pillars

Leveling up our sales operating rhythms with Sales Technology Activation, Sales Diagnostics (Pipeline, Forecasting), Data Governance, and Sales Development

Sales Effectiveness Hub

Laser focus on improved seller effectiveness by enabling Training, CRM Adoption, GTM Strategy, White Space Analysis, Territory Management



A quick poll:

For those of you that have created transformation of any size with your sellers, what was your biggest opportunity in that change?

1. Process
2. Technology
3. People
4. Education

Education

Recognized what you don't know

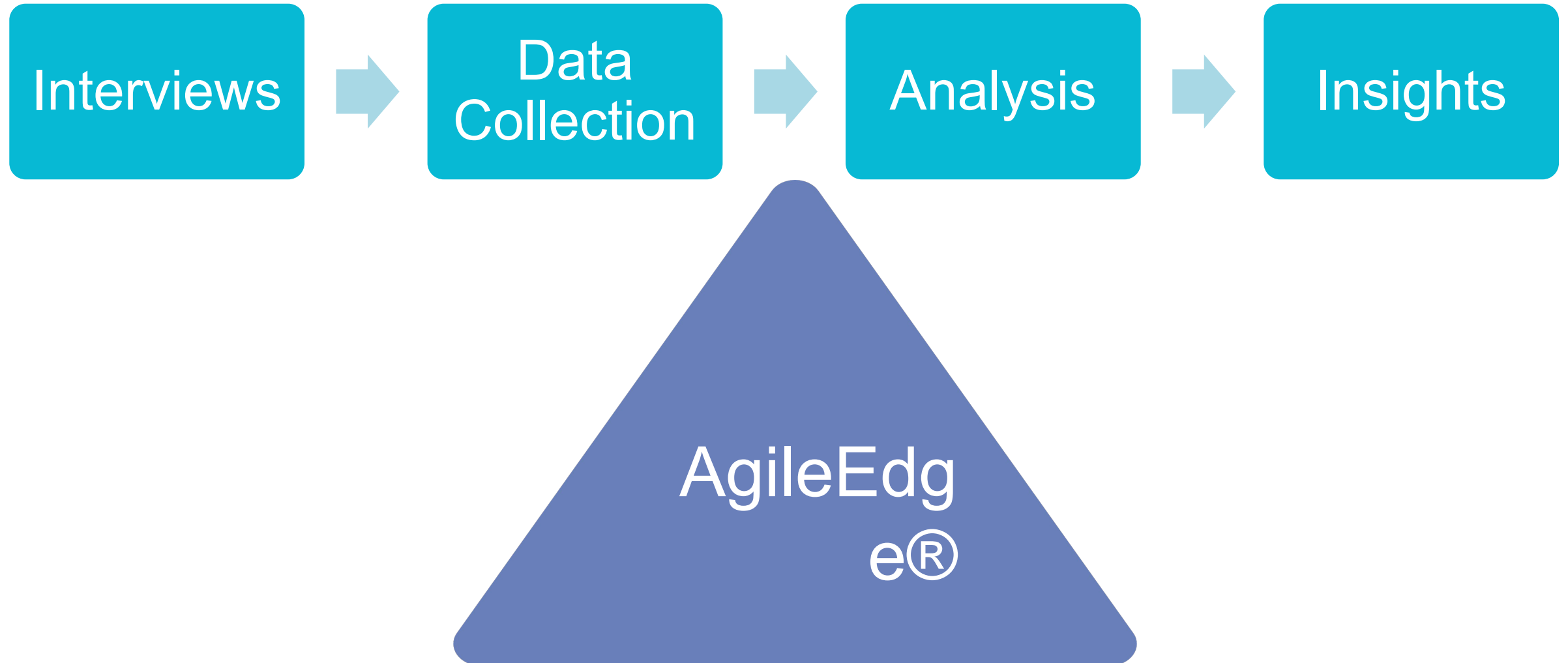
- There were key questions we needed to answer
 - Our organization wasn't equipped to assess internally
 - We couldn't educate sellers on skills we didn't possess
-

Leverage experts

- In a transformation, the external viewpoint is critical
- Invest in partners who have expertise, and can expedite your transformation



NielsenIQ Journey to Sales Insights



What Types of Sales Insights Were Gained?

Influential Buying Factors

Problem Awareness

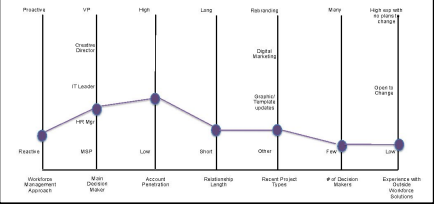
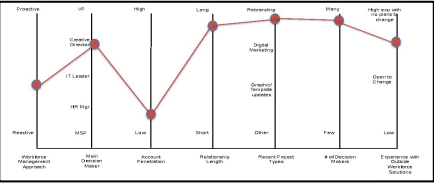
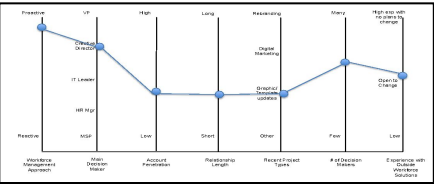
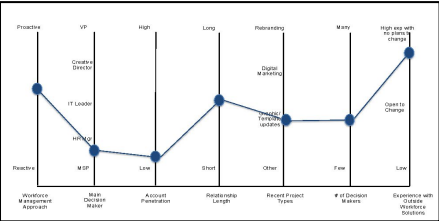
Buying Process

Customer Dynamics

Competitive Landscape

Solution Definition

Unique Buying Situations



Sales Strategies That Win

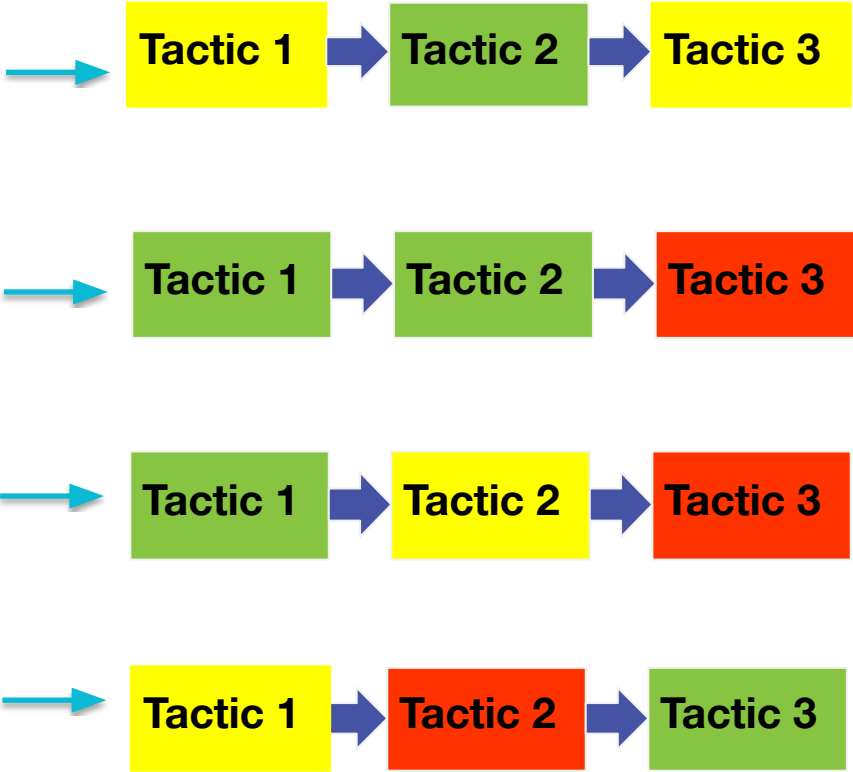
Consultative

Competitive

Financial

Disruptive

Seller Capability



Poll

When was the last time you analyzed your sales approach?

- A. Within the past year
- B. Within the past two years
- C. More than two years
- D. Never conducted a formal analysis

What NielsenIQ Learned

Influential Buying Factors

Top **5 factors** were identified that influenced seller behavior – some of which were unique to NielsenIQ

Unique Buying Situations

Four unique buying situations faced by NielsenIQ Sellers

Sales Strategies at Play

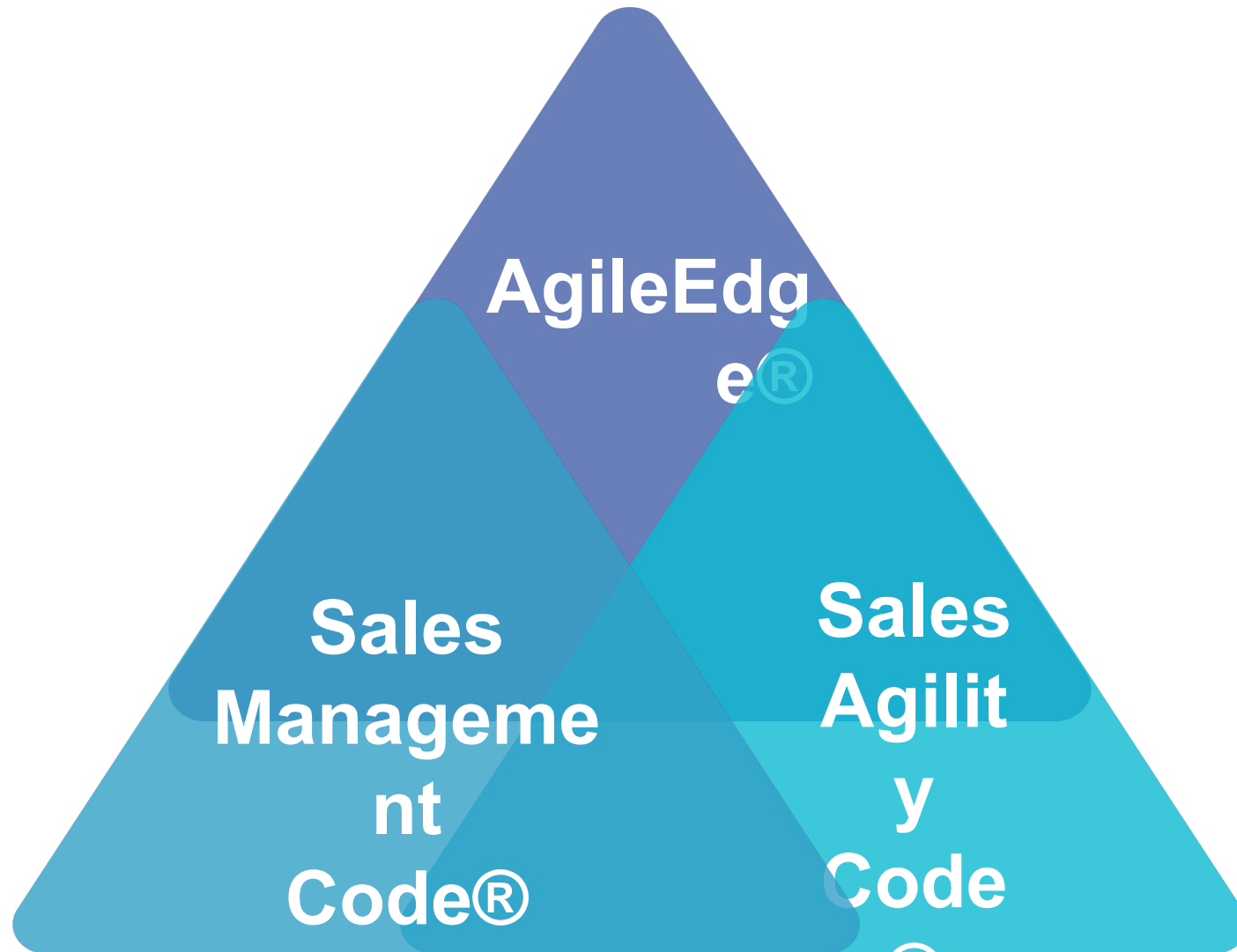
All **four sales strategies** were relevant, and differed by business unit

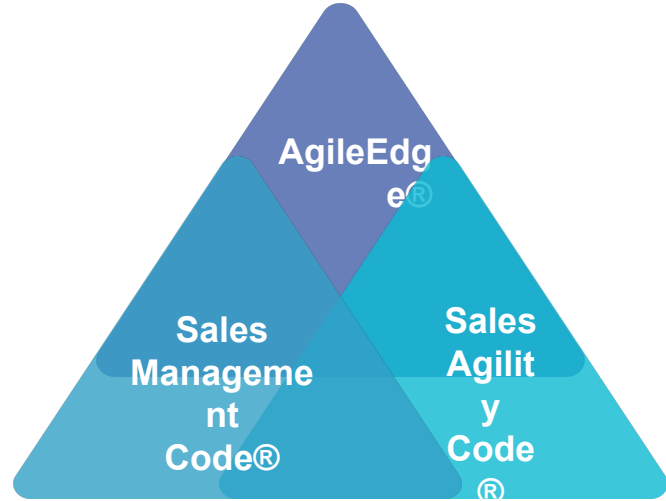


Seller Capability

Heat maps indicated **large skill gaps** with three of the four sales strategies

NielsenIQ Engagement Pillars





NielsenIQ Engagement Journey

Year 1

- Engagement Launch
- AgileEdge

Year 2

- AgileEdge Relaunch
- Modifications to Workshops and Plans

Year 3

- AgileEdge Relaunch
- Modifications to Workshops and Plans

Ongoing

- Workshops: Sales Management Code, Sales Agility Code
- Sustainment Activities
 - eLearning Courses
 - Application Guides
 - Gamification Reinforcement



Why transform?

1 People remain our most important asset

Aligned Roles

Achievable Goals

Employee Engagement

2 Meaningful growth only comes from a strong foundation

Improved Efficiency

Increased front-line selling

More revenue / FTE, Growth

Your Questions



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Did we run out of time before we got
to your question?

Presenters can follow-up with you via
email. Feel free to submit more questions
if you'd like an offline response.





Thank You