

Boxxstep—Three Sales Problems Solved

Sales tech is a booming sector with a keen and hungry audience of sales teams looking to use tools and platforms that will help their sales performance and results.

The majority of these solutions have been created to help with top of the funnel prospecting, but what's the point of creating quality prospects if teams fail to close them?

Boxxstep was built to manage mid to bottom funnel complex and enterprise sales, think of it as more R for your CRM!

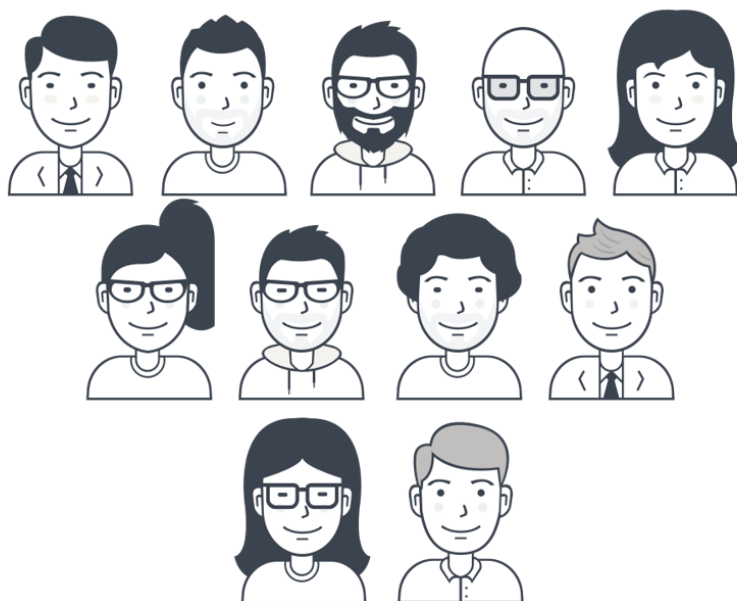
Why more R? Because **Relationships = People**, and there are more people than ever involved in your customer decisions.

The typical number is now 11+, and it's made up of active and occasional buyers across decision makers, influencers and interested parties.

They make consensus decisions as a committee, so everyone has a say in the outcome.

This group of people has become known as the **Buying Committee**.

Boxxstep helps solve three Buying Committee challenges by aligning your selling with your customers buying.



Problem

Salespeople don't know who and what they need to know about their prospects and sales leaders can't see the gaps in their knowledge.

Why, because there is no way for them to easily capture and review this vital information in CRM and other tools.

Impact

Higher rates of lost deals, no decision outcomes and salespeople who miss quota.

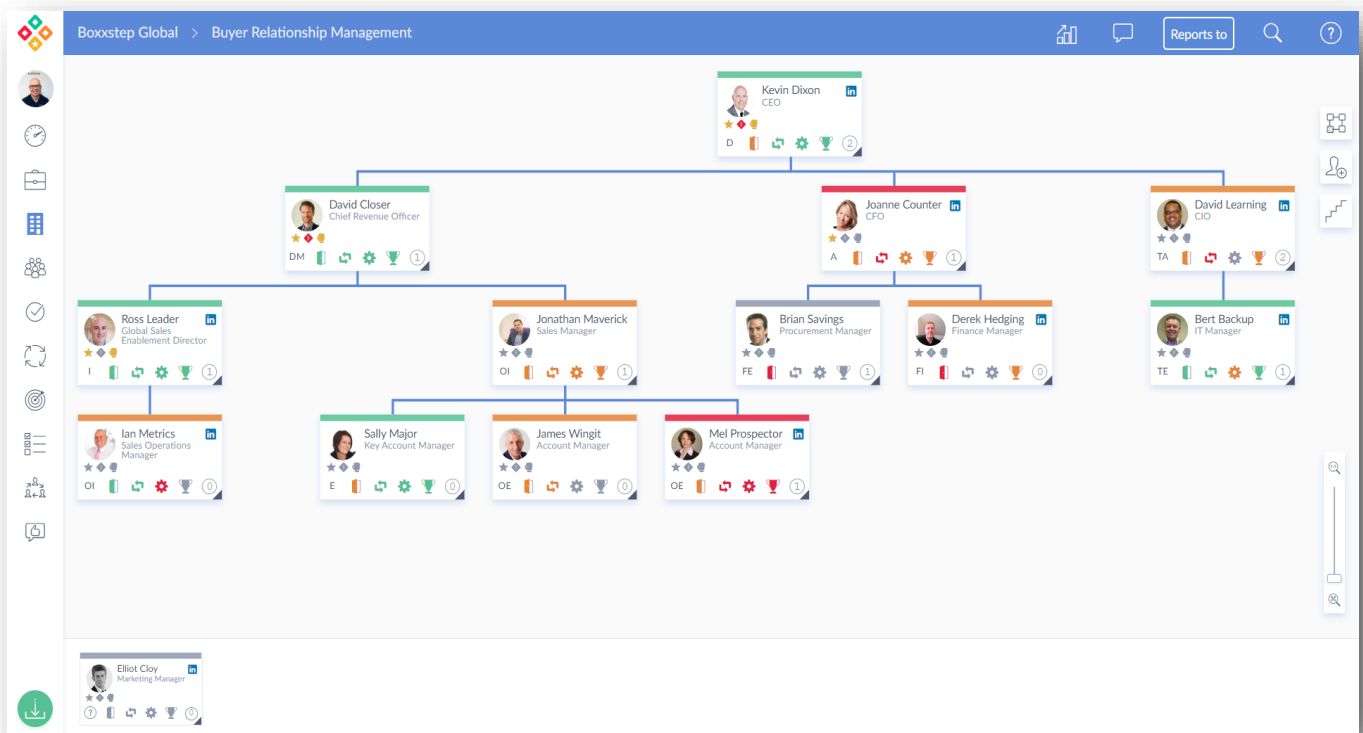
Root Cause

CRM lacks the capability to easily and logically capture and visualise the intangibles of an opportunity and account, the who, why, when, when and how.

Solution

Boxxstep **KNOW** - Advanced opportunity management and Relationship Mapping

Boxxstep complements your CRM by enabling users to visualise the prospect buying committee by reporting line, politics, contact owner, influence, buying stage and alignment, plus what's important to each buyer.



Problem

Customer buying committees find buying decisions difficult and rarely have the internal experience or process to buy what you sell.

Impact

Decisions take much longer than expected with 40-60% ending with customers doing nothing.

Root Cause

Sales teams struggle to differentiate their propositions and don't do enough to guide and help their customers to navigate the complexity of buying.

Solution

Boxxstep **ENABLE** - Outcome Enablement Plans

Once you know the buying committee and what's important to them, you need to help and enable them. Outcome enablement plans (also known as Mutual Action Plans) are a proven way of improving deal velocity and close rates, but they must be buyer-centric.

Our plans are an online collaboration between both the buyer and seller teams.

By mapping out what needs to be done, by whom and by when to stay on track is a great way of proving that you have the knowledge and experience to help achieve the customers outcomes/goals.

Incorporating relevant insights and content within the plan make it easy for each buyer to discover information that will help them with the job or task at hand.

Boxxstep not only enables you to track the level of individual buyer interaction with the plan it also provides the mechanism for them to rate the quality of information included.

Don't sit back and wait for something to happen, differentiate the buying experience and reduce the number of lost and no-decision deals.

The screenshot displays the Boxxstep Outcome Enablement Plan interface. At the top, it shows the plan title 'Outcome Enablement Plan', the company 'Boxxstep Global', and the buyer 'Buyer Enablement Inc.'. The target date is '01-Sep-2022' with '45 Days to Go'. A calendar view shows milestones from May 2022 to January 2023. A table below the calendar lists tasks with their target dates, days to go, and milestones. A pop-up window titled 'Insights to help you' is open, showing two articles: 'Best Practices for Improving Sales Forecasting Accuracy' and 'Customer buying process'.

Done	Target Date	Days	Milestone	Owner	Owner	Notes	Insights
<input type="checkbox"/>	24-Jun	-24	Review the business case	Jonathan Maverick	Jonathan Maverick		
<input type="checkbox"/>	13-Jul	-5	Analyse qualification, forecasting and no-decisions	Ian Metrics	Kevin Dixon		
<input type="checkbox"/>	19-Jul	1	Define best practices	David Closer	John Herbert		
<input type="checkbox"/>	27-Jul	9	Review usage scenarios for Mutual Action Plans	David Learning	Richard Roma		
<input type="checkbox"/>	13-Aug	26	Define measurements for feedback reports	Ross Leader	John Herbert		

Problem

The sales industry is very seller centric and sales teams are slow to learn, evolve and change.

Impact

Success rates are lower than they could and should be.

Root Cause

Lack of win-loss analysis from the buyer's perspective which is the only way for sales teams and sales leaders to learn what they do well and what they need to improve upon.

Solution

Boxxstep **LEARN** - Sales Performance Feedback

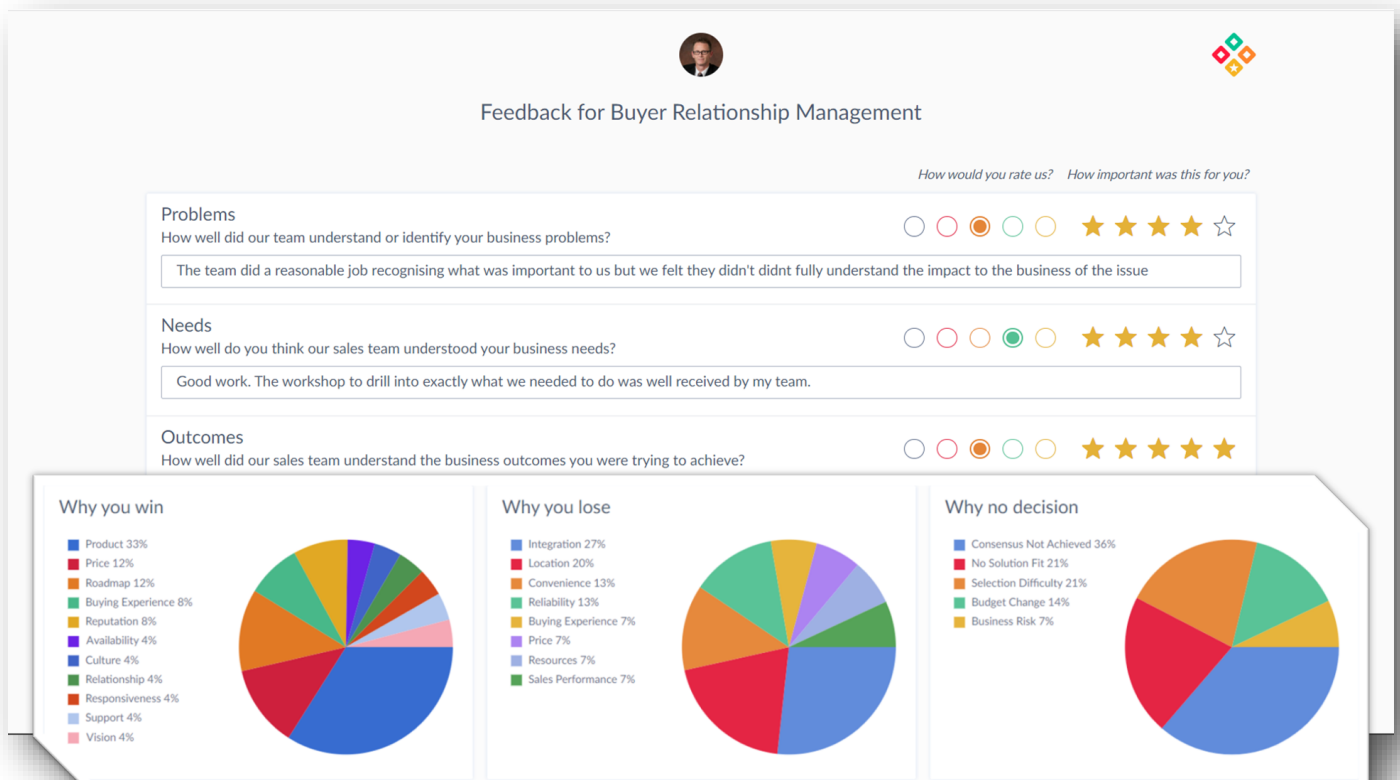
The vast majority in sales leadership state that they see the value in win-loss feedback and they know they should do more, but are limited by time, resource and cost.

At Boxxstep we believe that every won, lost or no-decision deal outcome is an opportunity to learn.

We make it easy to get feedback from across the customers buying committee, so that you get a greater understanding from a group perspective rather than one persons opinion.

By measuring salespeople against core sales engagement skills combined with reasons for customer decisions it enables sales and business leaders to make changes that make a difference.

We're not stopping there, we working on a fully customisable solution that also analyses feedback by functional personas.



FINAL THOUGHT

When sales teams attempt to identify and solve problems one at a time it often creates a fragmented and disconnected solution because the problems are inextricably linked .

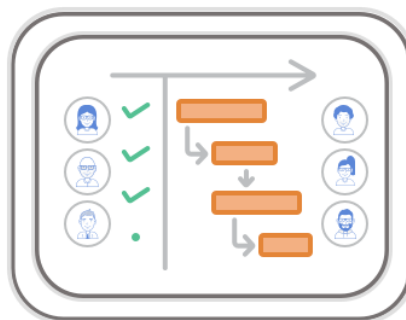
There are Relationship Mapping solutions that will help.

There are Mutual Action plan solutions that will help.


There are a few win-loss feedback solutions that will help.


But, if you are truly committed to becoming a more buyer centric sales organisation then taking a more holistic approach to buyer engagement and enablement will undoubtedly produce greater upside in your sales results and performance.


BOXXSTEP - ONE PLATFORM THREE SALES PROBLEMS SOLVED




Aligning your selling with your customers buying


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