

## Recognize these challenges?

You have an ambition to grow and are eager to outperform the fierce competition. To hit your critical revenue targets, **you need to increase your sales effectiveness.**

Creating a healthy, predictable pipeline is the first step to reaching your goal. Because **lack of clarity around why deals are won or lost costs you dearly;** not only financially. Every lost opportunity puts a strain on your commercial resources.

It's essential to bring order to the chaos, **regain control of your sales process, and ensure you maximize every opportunity.**

Don't let unpredictability and missed chances hold you back. A structured approach to opportunity management will enable you to take decisive steps.

**Your future success depends on it.**

**Motion5**

Your commercial change partner

# Opportunity Management



## The Buying Process

9 out of 10 customers start their buying journey without you. This means you're already playing catch-up before you even step into the conversation.

By the time you finally engage with the buying group, 57% of their decision has already been made. Imagine trying to influence a game that's already halfway over.

The number of stakeholders you need to convince is growing, making your job even tougher. Unsurprisingly, 38% of deals ultimately end in a no-decision, leaving both parties empty-handed.

In this environment, the key to success lies in early engagement and becoming an essential partner in your customer's journey. The earlier you're involved, the better your chances of influencing the buying decision.

**Don't let the opportunity slip away - take control, engage early, and turn potential losses into victories.**



**Motion5**

Your commercial change partner

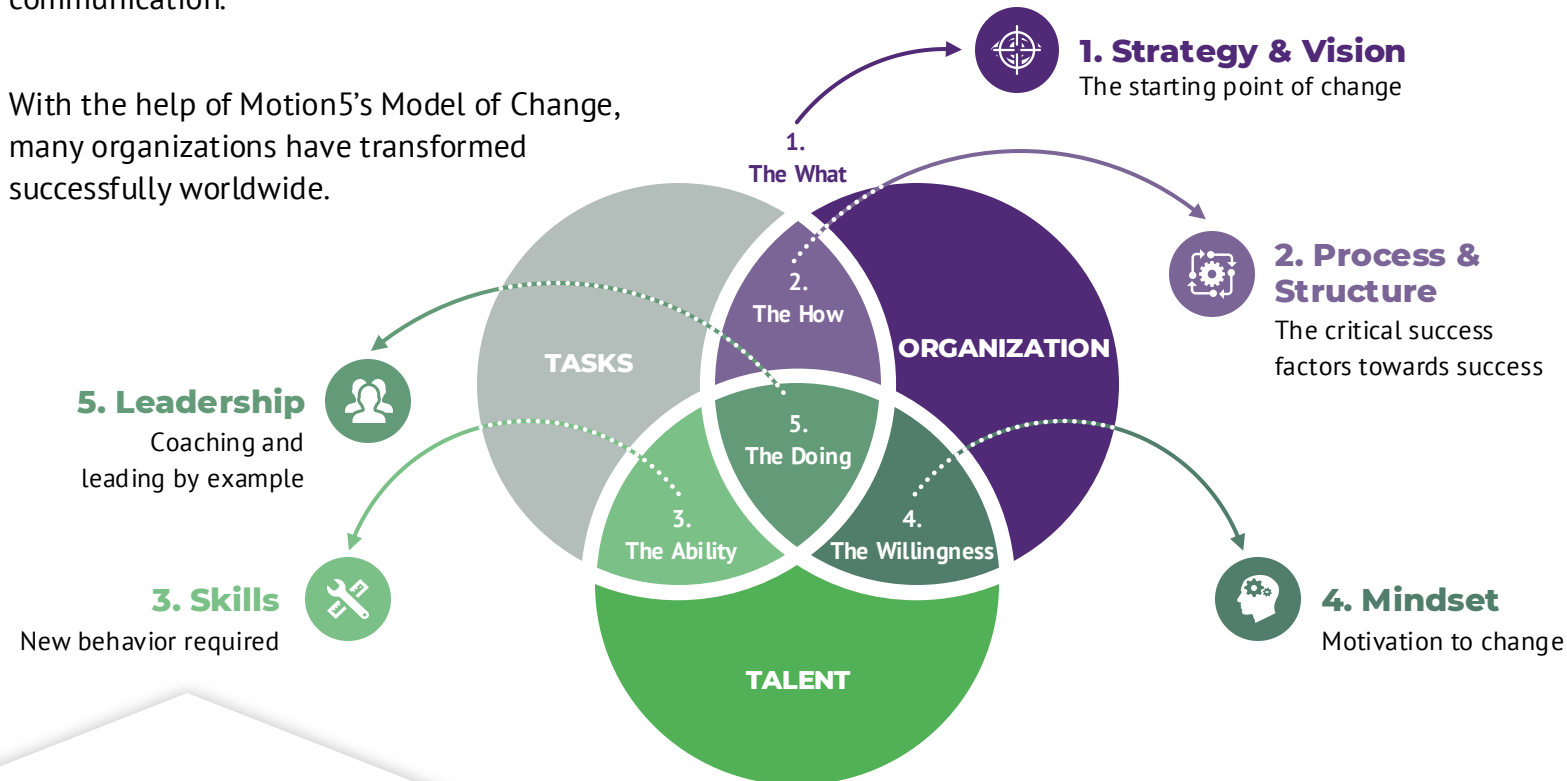
## Connect people

Change is about connecting people (skills and mindset) to your ambition to grow.

The way to create real commitment is through coherency and consistency of your change strategy, in approach and communication.

With the help of Motion5's Model of Change, many organizations have transformed successfully worldwide.

## “The Motion5 Model of Change is a holistic approach driving sustainable growth”



# Motion5

Your commercial change partner

## Opportunity Management

### 1. Strategy & Vision

Sales need to be given output-focused goals that are clear and connected to their talents.

### 2. Process and Structure

An opportunity management methodology, a Lead2Contract process and a CRM system that serves change must support goals.

### 3. Skills

Identify needed skills and behaviors to increase effectiveness and become successful in sales.

### 4. Mindset

Involve sales in the change process. People only change behavior because they want to and have decided to. Align on goals and contributions.

### 5. Leadership

Change is an iterative process driven by leadership; key players should lead by example and actively coach sales towards success.





# OUR OPPORTUNITY MANAGEMENT APPROACH

## Step 1

### Lead2Contract Process

Developing winning strategies is essential for securing deals, as it ensures a structured approach to sales. A well-defined sales process, clear governance, designated roles, and key decision thresholds form the foundation of successful opportunities.

The Lead2Contract process is customized to meet your specific needs, providing a tailored approach that aligns with your business objectives and enhances your chances of success.

## Step 2

### SPORTSMAN Methodology

SPORTSMAN is our methodology that boosts sales developing winning strategies for their opportunities.

It assesses the opportunity's status quo based on nine perspectives and stimulates multiple reviews, resulting in new actions for customer engagement.

The review sessions are inspiring through cross-functional collaboration in which the organization's collective intelligence is used effectively.

## Step 3

### Consultative Selling Skills

Customers and prospects are dealing with an overload of information in the buying process. Your challenge is to guide them.

In our consultative selling skills program, we train participants to identify drivers and needs, articulate value, and lead the customer through complex buying decisions.

Sales will have more influence on the process and influence the outcome of the opportunity.

**Motion5**

Your commercial change partner

**“IT’S NOT ABOUT  
HAVING THE RIGHT  
OPPORTUNITY.  
IT’S ABOUT HANDLING  
OPPORTUNITIES RIGHT.”**

**Mark Hunter**

## The Impact

- Our opportunity management approach **boosts win rates by over 26%**, helping sales analyze, make better judgments, and build winning strategies.
- This approach increases hit rates, deal closures, and overall sales performance.
- With a clear governance structure, key decision points, and regular management reviews, **SPORTSMAN enhances the reliability of your sales funnel by 80% and improves forecast predictability over 12/24 months.**



# Motion5

Your commercial change partner

## Testimonial

“The Motion5 program has started transforming how we do things, and it changed our thinking.

We created consistent thinking in one business unit across our entire selling organization.

By highlighting the “need” and gradually building the rationale and logic, we brought the hearts and minds of our sellers to Opportunity Management by adopting a structured, systematic approach to our most significant opportunities.

We value working with Motion5.”

*Gary Lancaster  
Senior Commercial Director  
Smith & Nephew – UKI & Nordics cluster*

## Your Lead Consultant

Mariette is deeply committed to guiding you in your journey toward better performance via opportunity management.

She will work closely with your team to identify the unique sales challenges and build the bridges toward success.

She’s confident that together, with Motion5’s proprietary, licensed-free solutions and her extensive expertise, we will enhance the hit rate of your opportunities significantly.



Contact Motion5

**Mariette Neumann**

☎ +31 (0)6 5472 8402

✉ [m.neumann@motion5.com](mailto:m.neumann@motion5.com)