

Industry

NAVIGATOR

SUSTAINABLE DEVELOPMENT
STRATEGIES FOR T&D

CONFERENCE 2025

Do We Need Sales in Conditions
of Strong Market Growth?

7 tips and tricks

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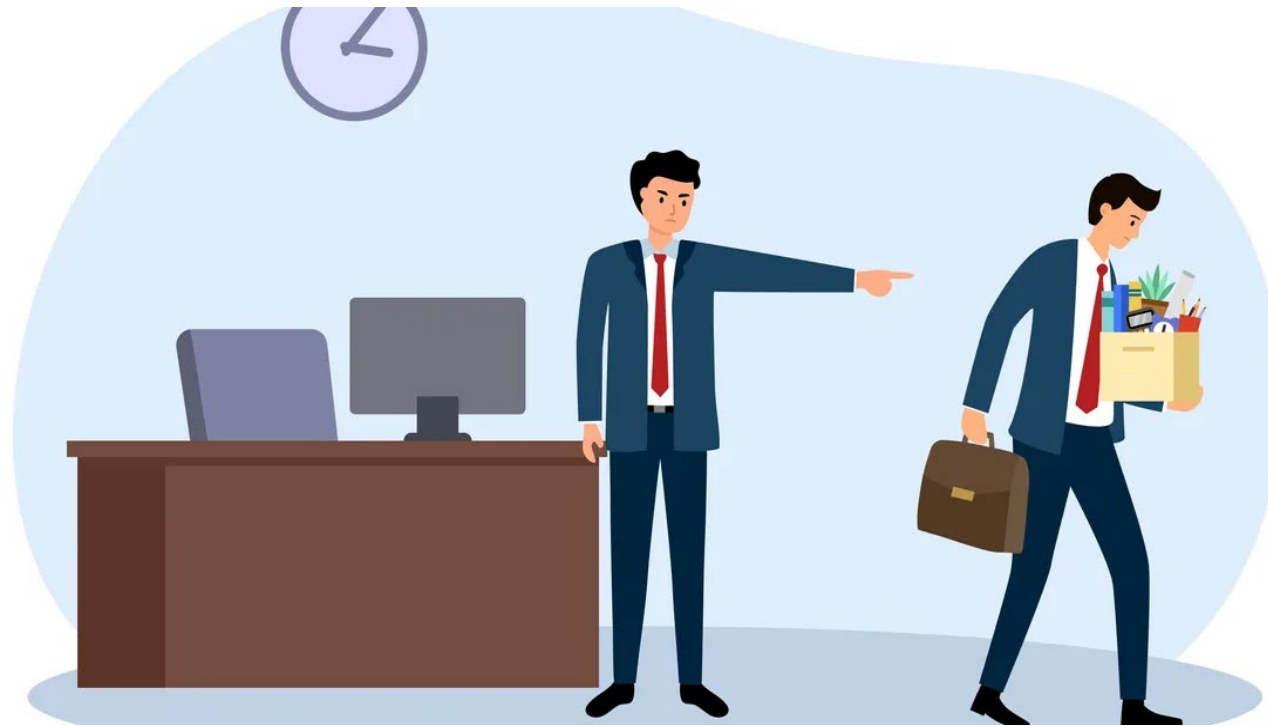
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Imagine this...



Who needs Sales at all?



Meanwhile at the customer's HQ...



Don't be that CEO!



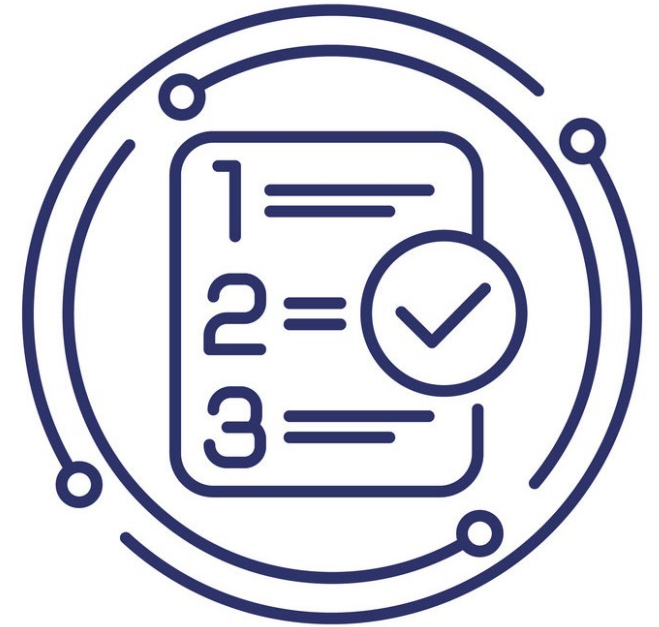
1. Smart segmentation

- Reassess your customer base and update customer lifetime value (CLV) projections
- During market growth, not all customers are growing at the same pace
- Analyze market shifts to reevaluate customer potential
- Use these insights to realign your sales focus and prioritize high-impact opportunities



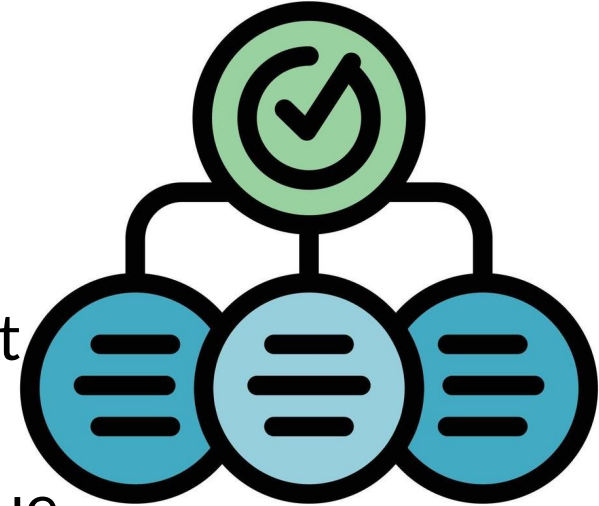
2. Prioritization

- There could not have been a better time for maximizing sales performance than during strong market growth.
- Prioritize qualified leads carefully—your supply chain isn't limitless. Focus on those opportunities that align with capacity and strategic value.
- Look beyond top-line revenue. Use this growth window to improve profitability and conversion rates.
- Use your supply chain capacity in an optimal way.



3. Sales incentive schemes

- Strong market demand calls for adaptive, performance-driven incentive structure.
- Set the targets in line with market growth—growing alone isn't enough if you're losing relative market share.
- Guard against sandbagging. Maintain an open, ongoing dialogue with Sales to ensure the team stays motivated and aligned with an ambitious goal.
- Consider raising the incentive ceiling to reward exceptional performance—not just in revenue, but also in profitability, customer satisfaction (NPS), and innovation (e.g. vitality index).



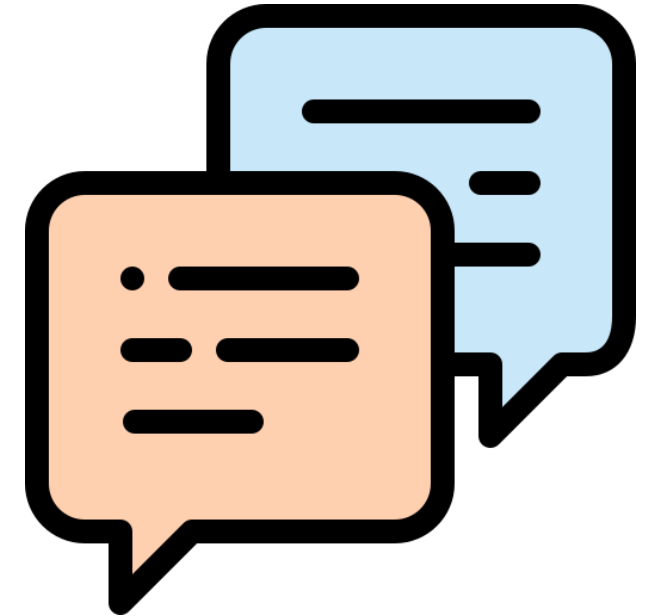
4. Customer relationship management

- Leverage periods of high market demand to deepen customer engagement and satisfaction. They're investing more—your focus should match that investment.
- Prioritize retention—it's consistently more cost-effective than acquisition.
- Conduct regular, nonintrusive customer pulse checks. Use metrics like NPS as early indicators of relationship health.
- Explore cross sell and upsell – build the customers' value around your new segmentation.



5. Give feedback to product management

- Make sure Sales is in constant communication with product management and R&D. Ensure the signals from the market are coming back to the organization. Use them to improve your existing products, create new ones and fine tune internal processes.
- Invest in Brand Management now to secure your position for the post-boom phase—when the “gold rush” fades and demand stabilizes.



6. Market expansion

- Leverage strong market momentum to enter new regions, explore additional sales channels, or launch complementary products - maximize the opportunity while it's strong.
- Stop benchmarking against your past performance in slower markets. You're now in a race against the entire market—and if you're not outpacing it, you're losing share!



7. Use Sales as kick starter for whole organization

- Make sure that exciting new revenue opportunities offered by Sales are used to kick start your whole organization.
- Use these wins to inspire and align all departments—supply chain, production, logistics, HR, and beyond
- Turn commercial success into a catalyst for strategic investments. Align CAPEX decisions with sales forecasts and future demand trajectories.
- Utilize that opportunity to create culture that strives for excellence!





Thank you!

