Tibersoft™
a CULTURA company

The Data-Driven Sales Cycle

Data Clarity E-book

A simple, game-changing approach to
empower your sales team.

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1. What is **Foodservice Performance Optimization** and the **Data-Driven Sales Cycle?**

What is FPO?

FPO, or Foodservice Performance Optimization, is manufacturers leveraging their resources to achieve sustainable, profitable growth for the food-away-from home industry. It's finding insights all through your data, that touch many pieces of the business. Some examples of FPO questions include:

- How well do we audit trade claims to identify and reclaim double dips?
- Do we understand street vs contracted business?
- How are we performing by segment? By operator? By distributor or GPO?
- How do we utilize category and location white space to drive sales opportunities?

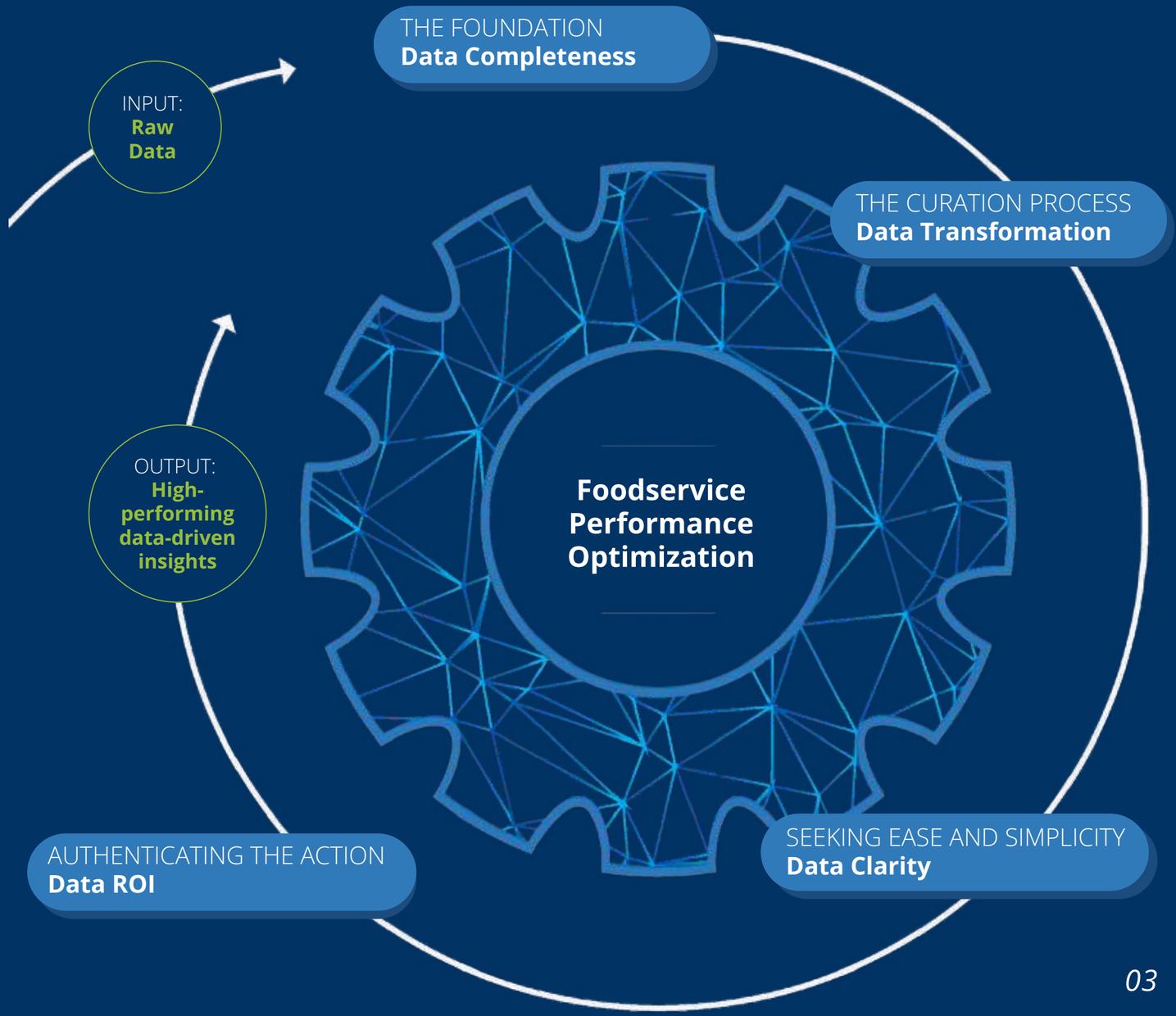
Introducing the Data-Driven Sales Cycle

Four steps to achieving high-performing insights

This visual depicts the steps necessary to achieve high-performing data-driven insights, and ultimately power high-performing, data-driven sales teams in the pursuit of Foodservice Performance Optimization.

Once you traverse across all the steps, it not only moves you forward, but upwards, in a virtuous growth cycle.

Many organizations today are doing well at parts of this cycle, but it's only when each step is completed successfully that high-performing data-driven insights can be achieved.

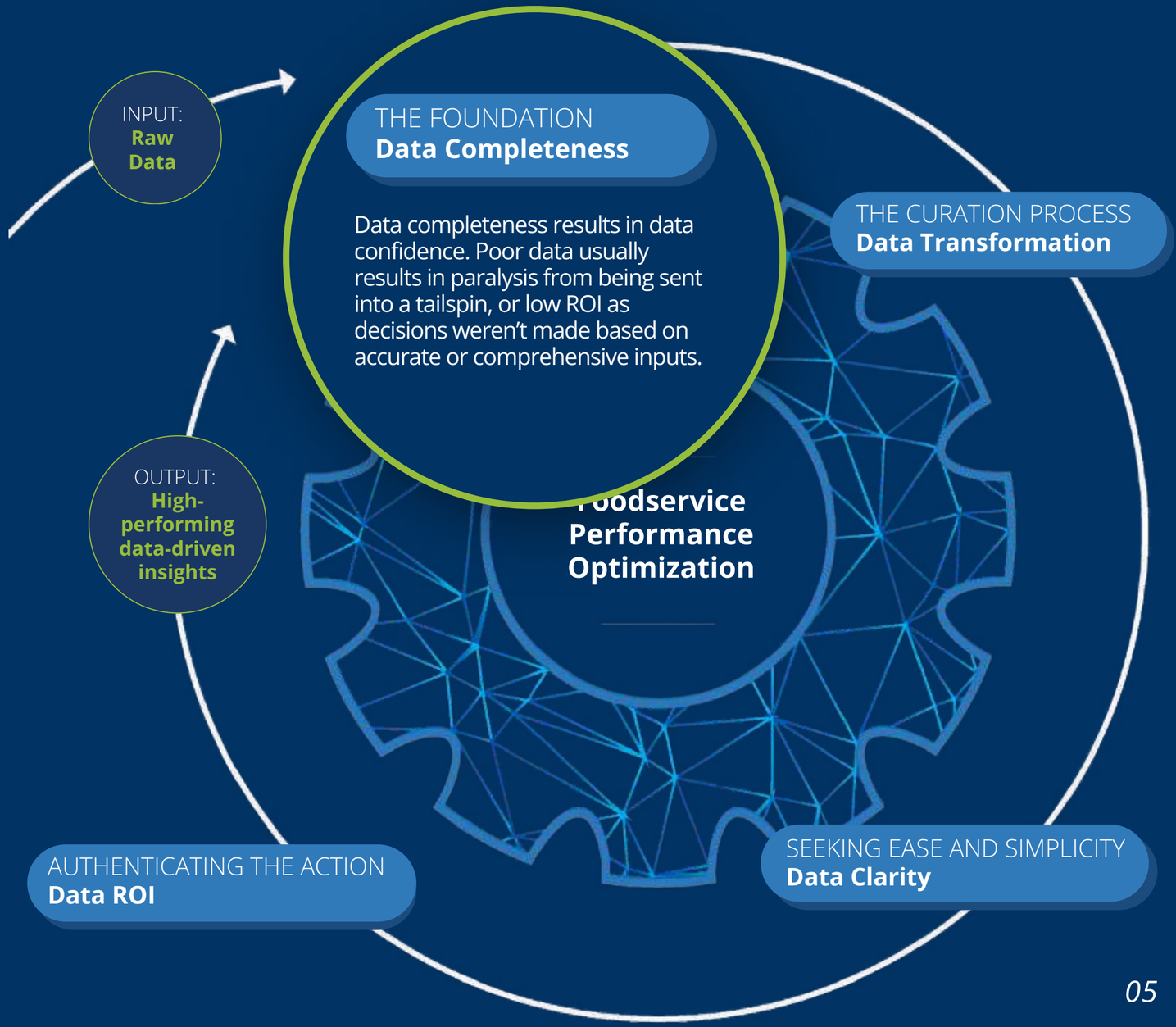


There's so much data, so how do we simplify the data that's out there and put it in digestible nuggets? What does the team really need to go out to make it actionable, and make it effective? Otherwise, it becomes daunting... and it'll get disregarded. If it's inconsistent, it'll be disregarded. Trust is a big part of it. It's reducing it to what was needed. Because we could've given the sales team a lot more. Instead, let's simplify it."

Sales Leader at a Large Food Manufacturer, Tibersoft Client

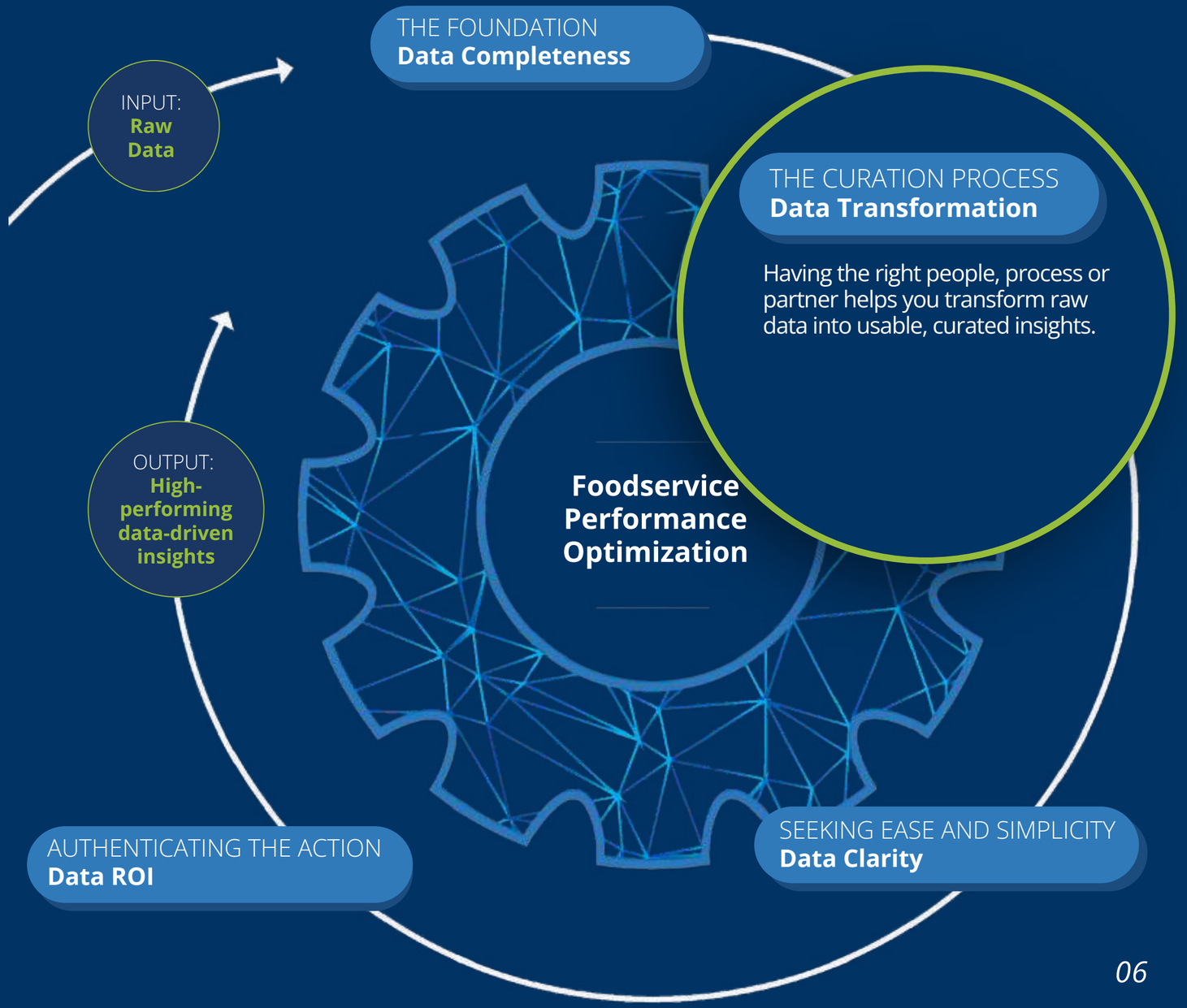
Data Completeness

This is the first step that must be completed in the cycle. Data completeness results in data confidence. At the point of data clarity, sales, and trade teams are pulling insights from your platform, such as CRM. If information is missing, they will question the validity of the data. The whole exercise can quickly become derailed without complete data to trust.



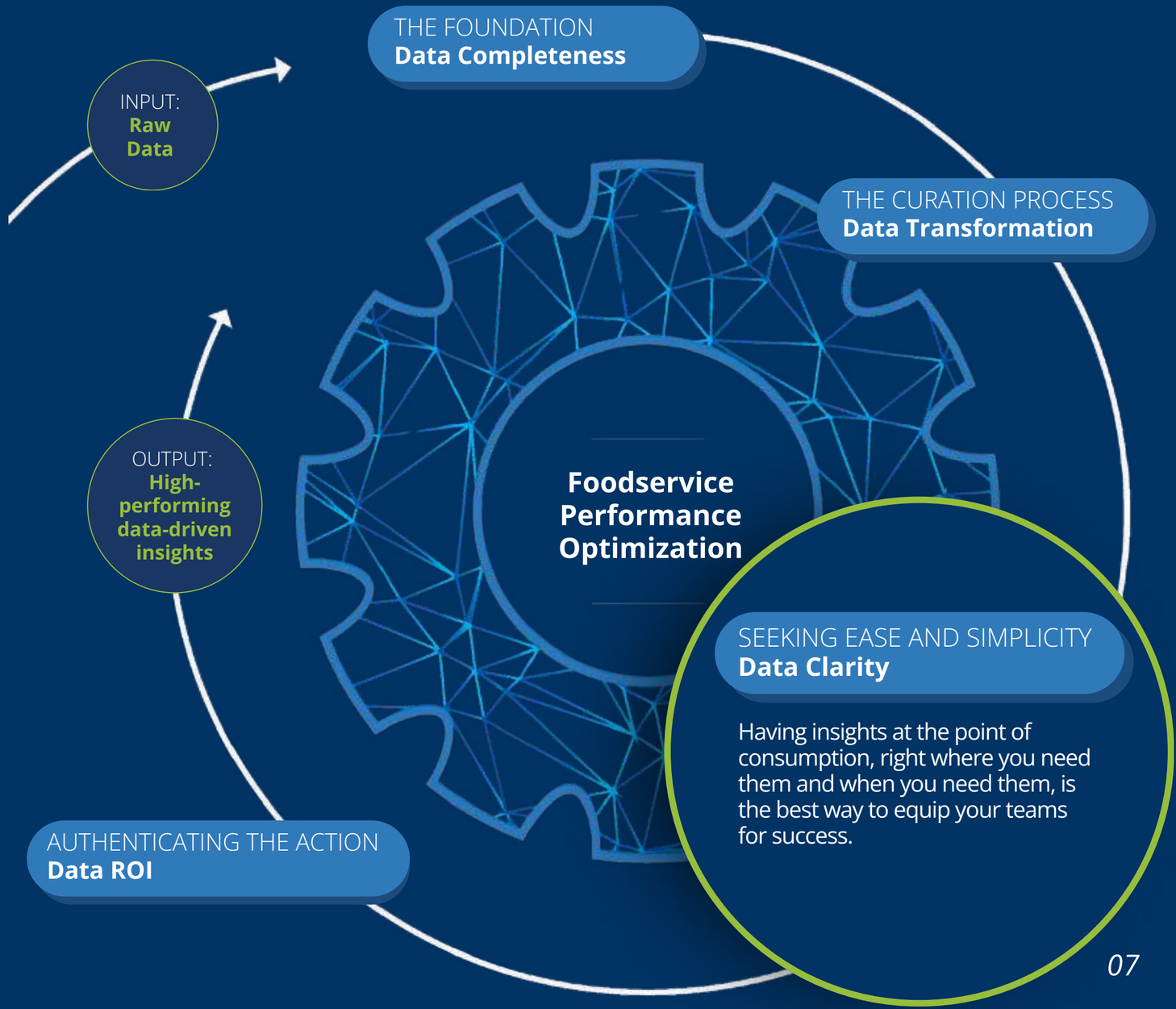
Data Transformation

This is the second step of the cycle: Having the right people, process, or partner helps you transform raw data into usable, curated insights. Your organization is busy with projects that try to get the right information into the right hands integrated across systems like ERP, TPM, and CRM. While this usually sits with IT, it's important to realize that technology alone won't transform data. Having the right processes and people resources in place to transform data across the systems is the key to success in accomplishing this step.



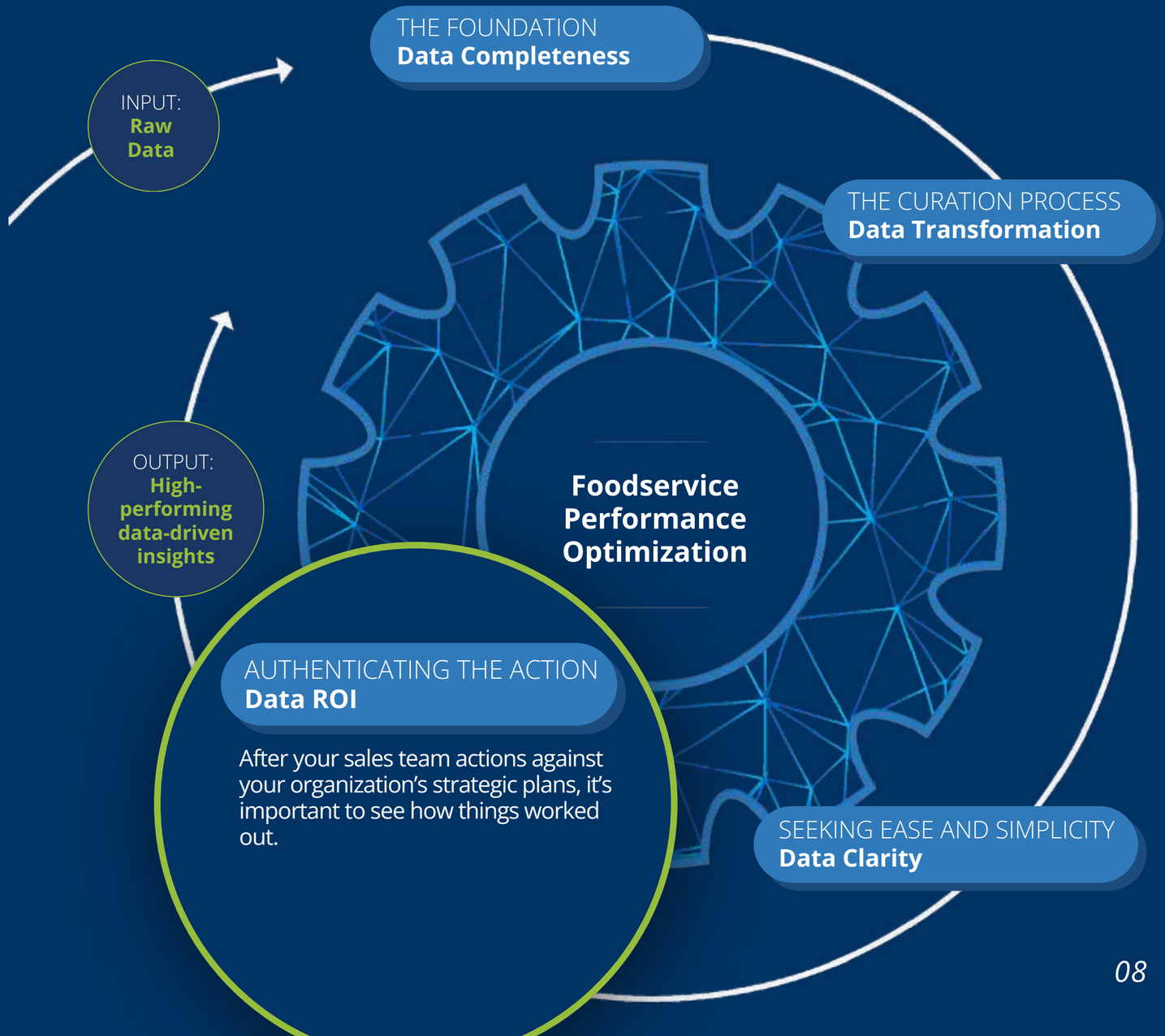
Data Clarity

The third step of the cycle is Data Clarity. It means having insights at the point of consumption, right where you need them and when you need them. That way, an end user, such as a field sales representative or account manager can easily take action, on the spot. This is the most relevant step for Sales enablement, where many salespeople go into the system or platform provided by your organization after the data has been curated and transformed to uncover important insights to act upon.



Data ROI

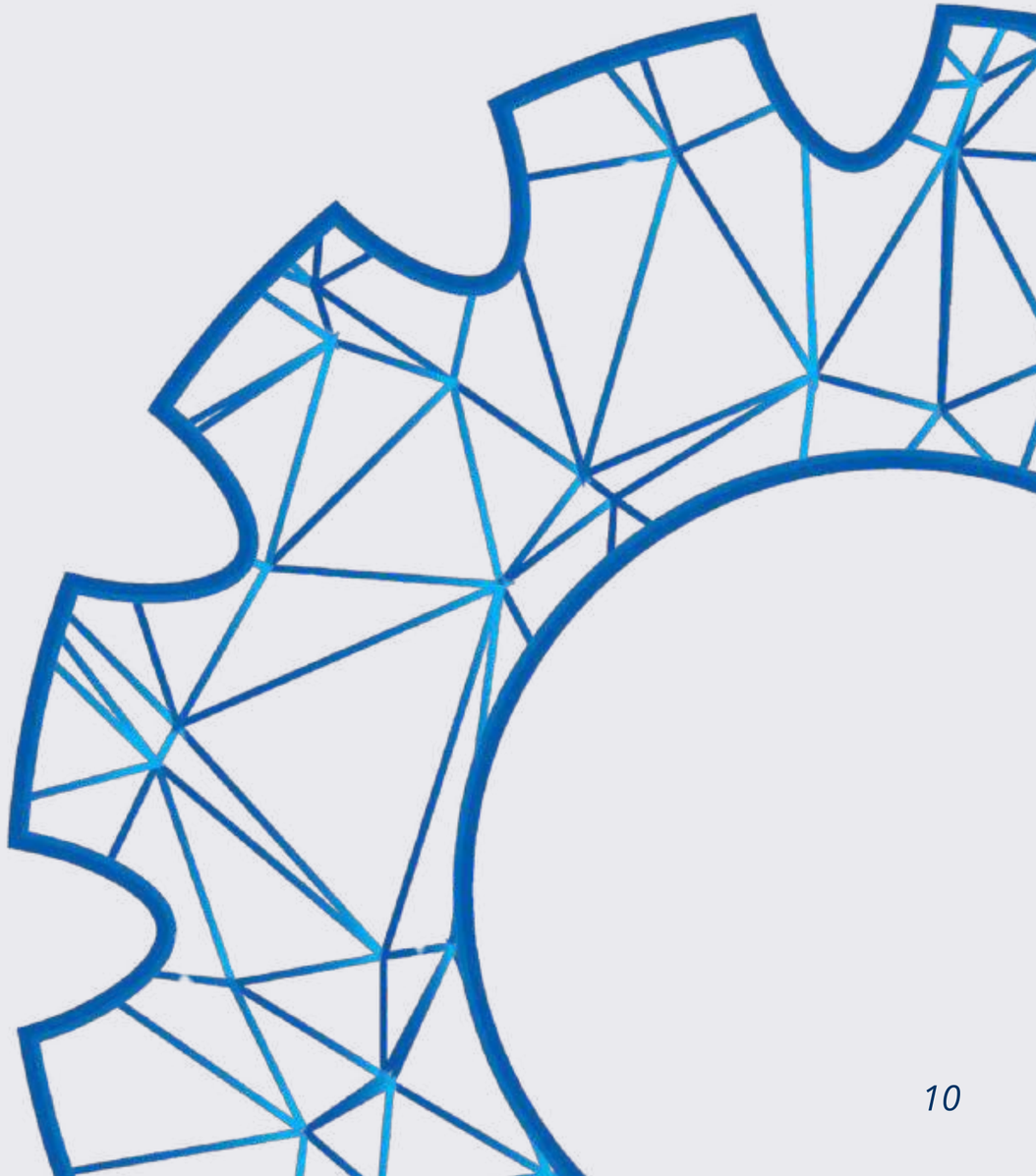
This is the final step of the cycle: Data ROI. After your sales team takes action against your organization's strategic plans, it's important to see how things worked out. Authenticating what came to fruition for both direct sales and broker teams allows you to accurately view successes and gaps and better plan for the next round. Take time to understand the ROI of your investment. At Tibersoft, we refer to this as RODI - return on data investment, as it's the ability to uncover powerful insights in your data assets that you already own, to empower your teams to achieve more. Leveraging your data enhances decisions making for stronger business outcomes.



Using data to drive insights and action for a sales organization is table stakes today. Many organizations are making progress, but still struggle with adoption and engagement with technology and data. Why is it important to be data-driven? Rick Smith at Smuckers said it best:

> *Navigating decision-making involves convincing others that data should help drive our choices. Relying solely on instincts is outdated; instead, I advocate for data-backed actions. Does this approach truly make sense, especially when investments are at play? It usually does because ROI improves."*
>
> *Rick Smith, The J.M. Smucker Co.*

2. Focusing on **Data Clarity** for Sales Teams with a **Jobs-To-Be-Done (JTBD)** approach



What is Jobs-To-Be-Done (JTBD)?

Framework started in the 1990's

The framework came out of field research started by Anthony Ulwick in the 1990s as Outcome-Driven Innovation (ODI). He partnered with Clayton Christiansen at Harvard to articulate the JTBD framework in 2003.

JTBD has been widely covered in academics and business publications like HBR.
It is frequently used as an approach to product innovation.

Provides the "action" step or target lists that should be actioned against

JTBD helps you identify questions whose answers drive you toward accomplishing a goal (i.e., your job) and provides an action step – often what is missing in data resources.
As a result, it helps prevent users from drowning in data.

Additionally, It helps prevent confusion in the results because they are generated consistently, and they're directly applicable to users' tasks.

Two Approaches to Insights Generation

It is insights, not data, that empower sales teams. So how can you most efficiently and effectively get from data to actionable insights?

There's a wide range of ways to generate sales insights – from a traditional self-serve, explorer approach on one end of the spectrum to power users who generate and feed insights to sales at the other end of the spectrum. And there are other methods in between. There is a place for all approaches, depending on the specifics at your organization.

Traditional

Offers maximum flexibility.

Lots of depth & complexity to the results set.

User generally needs to know what he/she is looking for.

Jobs to be Done (JTBD)

Something that needs to be accomplished in a given situation.

Helps identify questions whose answers drive toward goal accomplishment.

Insight – A specific answer to a specific question that informs action.

Helps transform data into action faster.

Applying an Insight-Driven Approach

There is power in this approach: By focusing on the exact task to be accomplished, you can walk in your team's shoes and better understand their problems and needs. Here are 3 key considerations for the Jobs-to-be-Done Approach:

Top-down support is key to adoption. Managers must hold users accountable for using the resources.

Don't underestimate the emotional factor. Focus on addressing tasks that are repeated or take a long time. Tasks that are tedious or otherwise unpleasant.

Don't underestimate the intimidation factor. Keep the resources simple. Single-purpose in some instances.

When you develop insights that address a JTBD, you build credibility. It can also create alignment between sales teams and their leadership. For each job to be done, you know what your team is looking at and you know there will be consistent results regardless of who's asking the question or running the analysis.

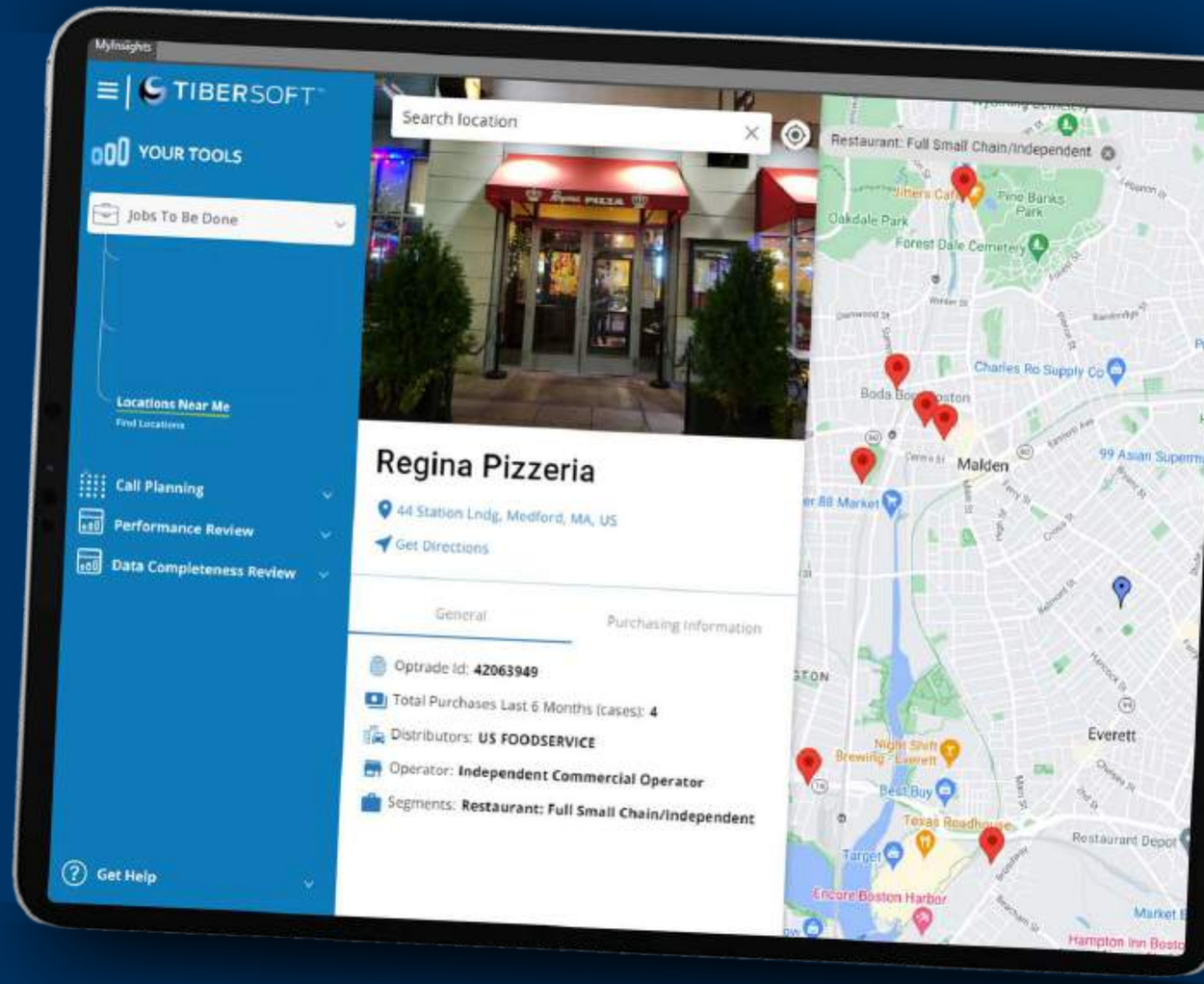
3. Use Cases for the Jobs-To-Be Done Approach for Targeted Selling

What if I have an unexpected gap in my schedule?

Locations Near Me

Taking a "Jobs to be done approach", you can think of the types of jobs that salespeople need to accomplish, specifically on the road to address unexpected gaps in their schedule. For example, maybe it's a specific pack size that you're looking to sell for a conversion initiative, Or perhaps it's a list of innovation items, Or you want to target operators by segment or DC.

Outcome: You can create a list of locations from filters that direct focus and action against that specific Job. When an operator location has been identified as a target, you also want to answer: what are they buying, from whom, and under what contract? As a result, a sales professional can make that call knowing they're equipped with the best information to close a sale.



Can you show me in the data where we might have a slow decline?

Leaky Bucket Analysis

A second example of targeted selling using JTBD is conducting a Leaky Bucket analysis. The question at hand is “Can you show me in the data where I have persistent declines?”

Outcome: Tibersoft’s Leaky Bucket was created to see where sales volume is dropping, allowing you to address issues before they become significant problems. By layering in AI capabilities, Tibersoft can detect gradual declines in buying behaviour that might otherwise go unnoticed, so you can take proactive steps.

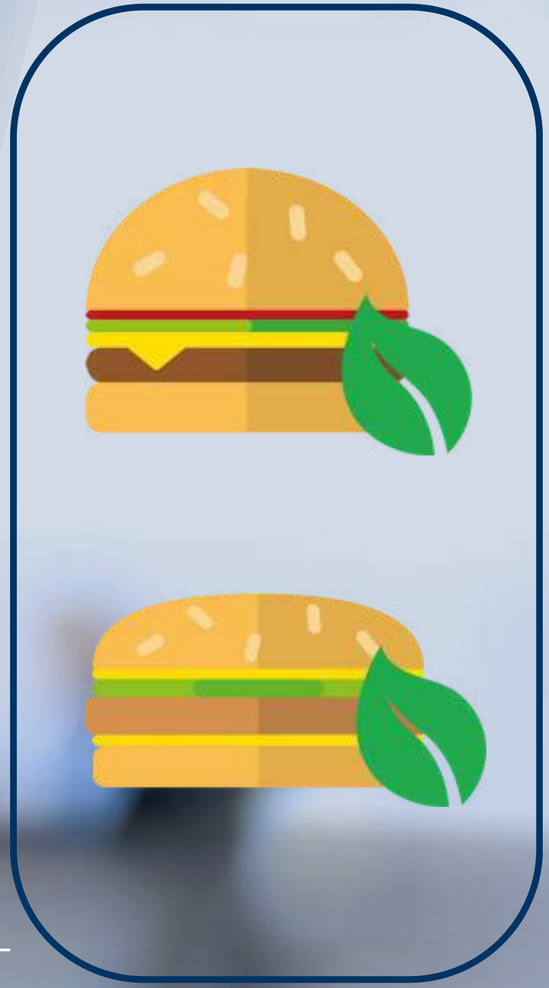
AI Capabilities

Show me which locations are buying one product but missing another in a key combination

Affinity Cross Selling

A final example of targeted selling using JTBD concerns selling complimentary products: “Show me locations buying one of my company’s products or categories but not another.”

Outcome: Tibersoft’s Affinity Cross-Selling insight identifies Aoperator locations buying only one item in a complimentary pair. For example, if a location sells veggie burgers but not veggie chicken, the system flags this cross-selling opportunity. AI enhances this analysis by discovering non-obvious product combinations and/or showing obvious combinations with surprising volume impact – whether in a particular segment or geography or among operators of a particular size.



AI Capabilities

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Don’t let valuable data go to waste. Talk to sales!

Contact Us

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