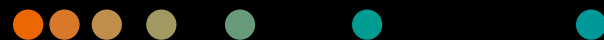


# The Performance Enabler

The Why, What & How of Salesforce  
Transformation at Siemens Healthineers

Krishna C Kalva  
June-2019



# The global sales education challenge

**2021 Goal**  
Industry-leading sales force



**Benchmark**  
(BMW, amazon)

**Baseline Sales Education**  
worldwide (March 2017)

**Focus areas:**



▶ Value Based Selling



▶ Climb Customer Ladder (CCL)  
- sales force empowered for enabler business



▶ Productivity  
- 'time to perform' for new sales hires



▶ Foundation  
- to increase efficiency & manage actively  
(tracking, measuring, enabling)

- consistent, structured
- BMW: centralized
- amazon: lead-to-global
- dedicated new hire sales curriculum
- BMW with integrated sales and service LMS
- amazon with integration of HR processes; BMW with recruiting

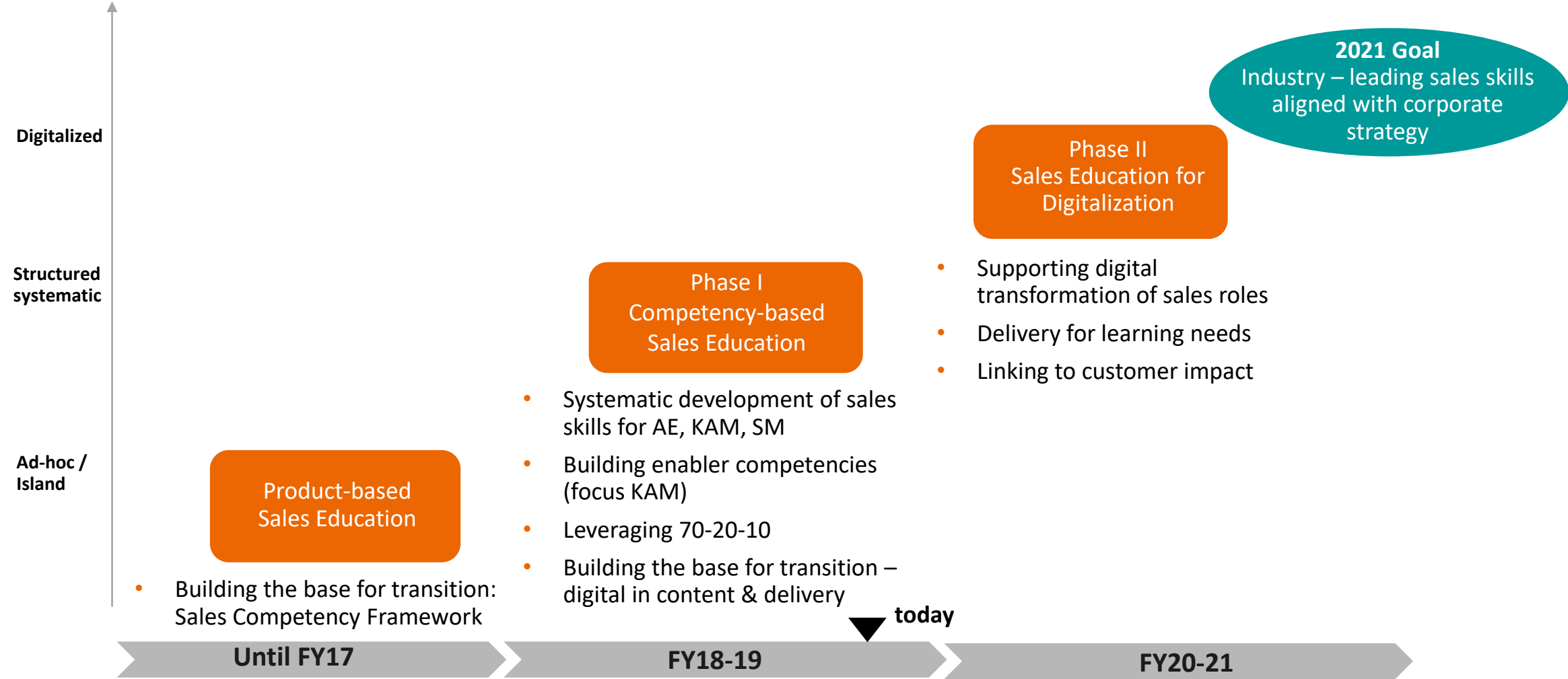
▶ **Learning drives culture**

- ▼ Lack of transparency
- ▼ No consistency / structure
- ▼ Inefficiencies
- ▼ Mixed commitment
- ▼ Lack of innovation / integration
- ▲ Business transformation as opportunity for fundamental change in SE
- ▲ Islands of good practice to leverage and cooperate with

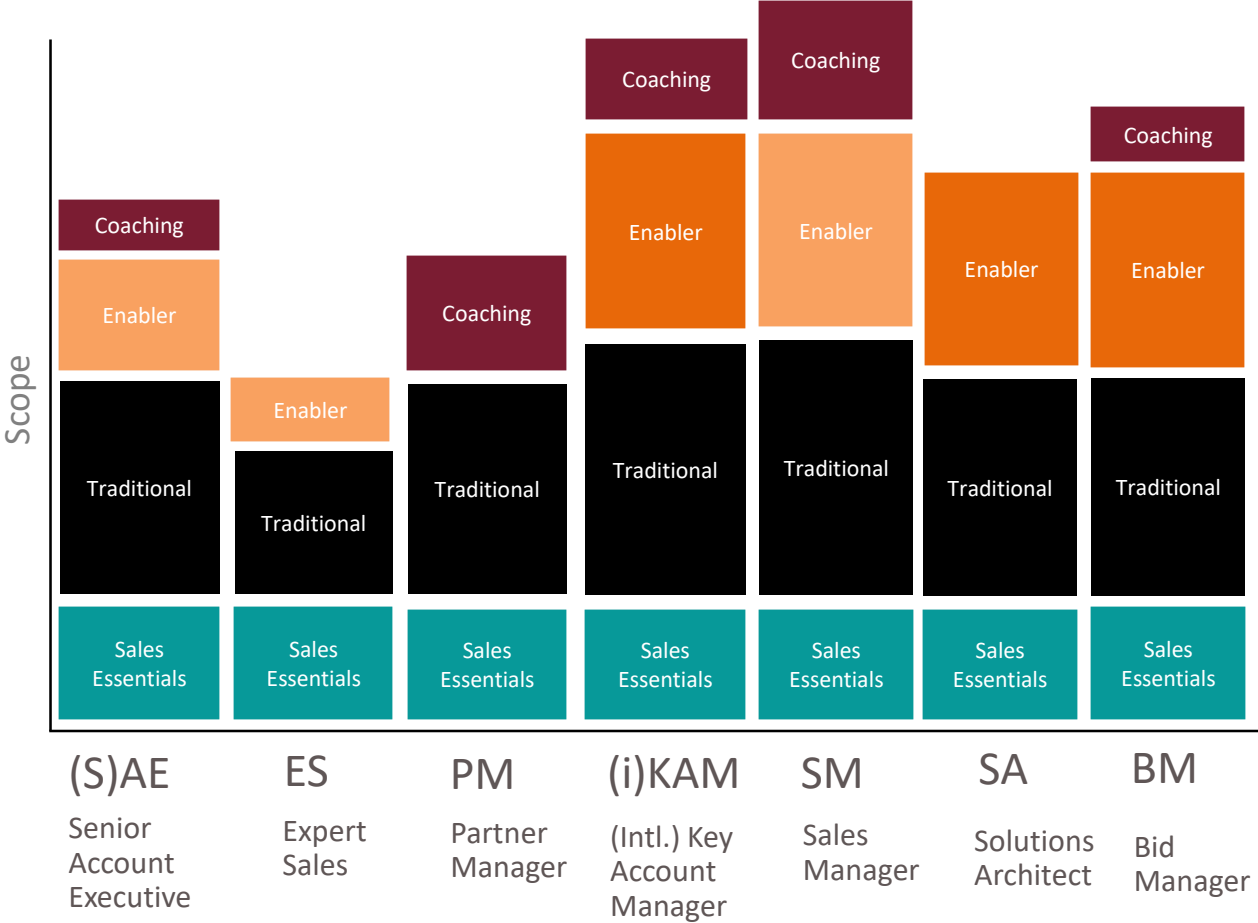


**Outcome of**  
~ **50 discussions with stakeholders**  
(Region heads, Country heads, Sales Mgrs, Sales Ed)

# Siemens Healthineers Sales Education: Strategy & Goals



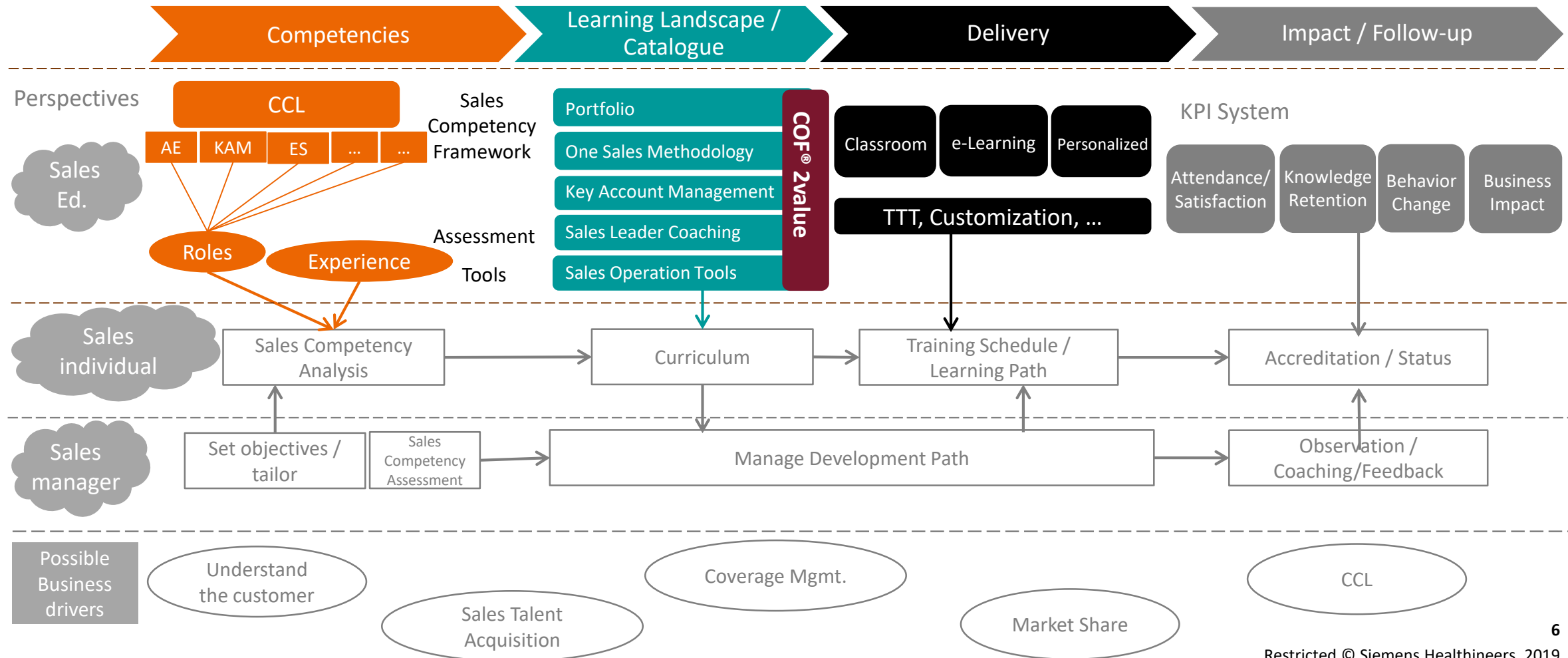
# A modular & role-based Global Sales Competency Framework



(shaded)= optional for a given profile
  (colored)= mandatory for a given profile

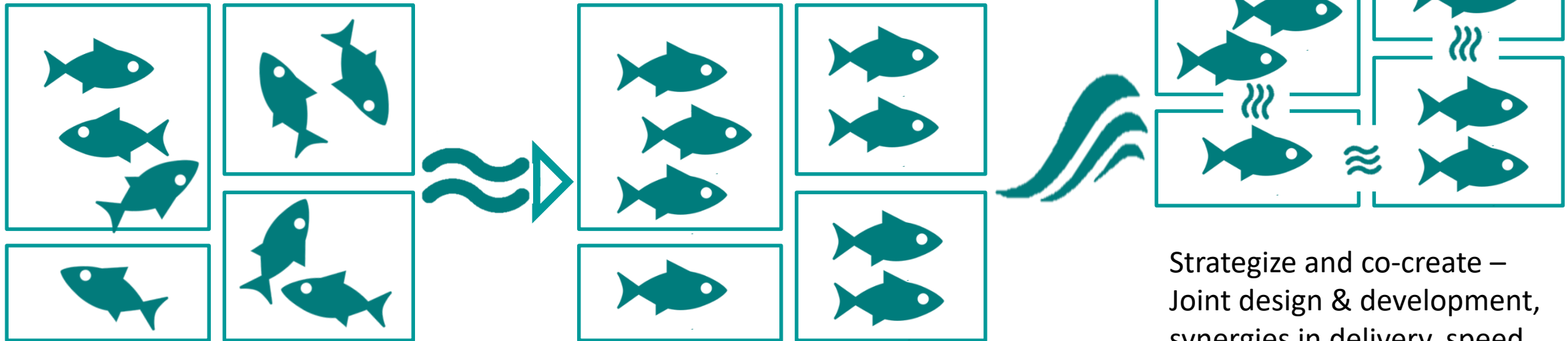
# How to proceed?

## ONE SE Framework together with Regions / BAs for framework, catalogue, delivery and outcome management



# Getting there: The Sales Education Community

Shared goals – joined forces – business impact  
Sales Education as a lever for business success



Sales/ Product Education scattered throughout zones, countries, BAs/ BHs/ BLs, global

Align –  
Sharing goals, methods & tools

Strategize and co-create –  
Joint design & development,  
synergies in delivery, speed  
in developing skills by copy &  
paste...

**Thank you  
for your enthusiasm!**

---

**Siemens Healthineers**  
Global Sales Education  
Germany  
M: +49 15202666543  
siemens-healthineers.com

---

**Krishna C Kalva**  
M: +49 15202666543  
krishnachaitanya.kalva@siemens-  
healthineers.com