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Sales Team Trip to Europe for German Sales Seminar

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Sales Scenario

Background / Selling organization

Firstbeat (firstbeat.com) was founded in 2002 in Jyväskylä, which is the hub of sports sciences of Finland with the University and physiology labs. Our mission is to use physiology and science to unlock human potential in health, performance and productivity.

Firstbeat is the leading provider of physiological analytics for sports and well-being. Firstbeat solutions transform heartbeat data into personalized information on exercise, stress and recovery. Hundreds of elite sports teams, wellness professionals, and millions of consumers worldwide trust Firstbeat to enhance performance and wellbeing.

Firstbeat employs over 60 professionals in Finland. Its Euro sales are close to 15 million Euros in 2017, growing 50% from the previous year and expecting steady growth for 2018.

Firstbeat's mission is to provide meaningful physiological information that helps people to improve their well-being and performance. As a company, Firstbeat is committed to working with partners that share the same vision in providing everyone access to actionable feedback on wellness and performance, whether in competitive sports, personal fitness or the corporate world.

With headquarters in Finland and a global partner network, Firstbeat operates today in over 40 countries globally with strong focus in US, UK and Sweden. Firstbeat has three business divisions: Professional sports, Consumer Products, and Health and Wellness to which you belong.

The Situation and the Solution

You act in the role of a sales team at Firstbeat Technologies Ltd's Health & Wellness division. You have been working in your position for a couple of years and you have been successfully selling Health and Wellness solutions to international customers.

Firstbeat Lifestyle Assessment is a complete health and wellness check that reveals the link between lifestyle and performance. Thanks to personalized stress and recovery profiles employees learn how to manage stress, feel more energetic and focused at work. With over 150,000 assessments and 1000 companies, the Lifestyle Assessment service reportedly increases productivity and reduces losses associated with illness related absences. 86% of participants feel more productive and 90% recommends it. The solution works for every employee, from SMEs to larger corporations such as EY and the National Health Service, UK.

The solution for corporate wellness needs is Firstbeat Lifestyle Assessment. It includes a 3-day heart rate variability measurement for each employee, personal report and feedback from a wellness specialist. For the management, Firstbeat offers an anonymous group report showing the results and changes in stress levels, recovery and physical activity. This helps the employer in getting an overall picture of his organization's well-being and helping each employee to manage stress and perform better at work.

Both the popularity and sales volumes of the Firstbeat Lifestyle Assessment solution has been on the rise in recent years and companies seem to be eager in making investments in preventive healthcare solutions.

This gives you - as a Firstbeat sales team – a feeling of contentment because you have been able in making a positive impact on the wellbeing of globally operating companies with your own sales efforts when promoting the Firstbeat solution. The Firstbeat Lifestyle Assessment solution clearly has an impact on personnel wellbeing and helps companies to save through the decreasing number of sick leaves and therefore offering argumentation for targeting personnel investments.

During the last couple of weeks you have been focusing on prospecting customers and have managed to discover a good number of potential companies. Based on your background research, you conclude that especially Microsoft, a global ICT company, could strongly benefit from the Firstbeat solution.

Buying organization

With more than 420,000 customers—including 100 of the Fortune 100—and with deployments across a wide variety of industries in more than 145 countries, Microsoft offers a comprehensive and fully integrated stack of cloud applications, platform services, and engineered systems.

From data center operations to cloud applications, Microsoft not only eliminates the complexity that stifles business innovation, but also engineers in speed, reliability, security, and manageability. Microsoft's industry-leading cloud-based and on-premises solutions give customers complete deployment flexibility and unmatched benefits including application integration, advanced security, high availability, scalability, energy efficiency, powerful performance, and low total cost of ownership.

For more information, please refer to the internet: www.microsoft.com.

The forthcoming sales meeting

You have found out that Microsoft's Technology Sales Business unit, employing 120 salespeople in Germany, is growing rapidly. The Microsoft Sales Team works with top enterprises in the region, that do business on a global scale and one could easily assume that the life of a high performing Enterprise Sales professional is very hectic.

You also notice that Microsoft wants to make their customers' life easier, in Microsoft's words: "By eliminating complexity and simplifying IT, organizations are free to dedicate more of their time and resources to adding value for users and customers".

You have earlier been co-operating with a company that has a product and service offering similar to Microsoft. Based on your experiences with the other company you have noticed that professionals who work in demanding enterprise sales positions may be very exhausted.

However, after the introduction of the Firstbeat solution in the company, the number of sick leaves has been steadily diminishing. In addition, sales employees' substantial amount of travelling and demanding projects challenge the employees' supervisors to somehow facilitate their employees in paying attention to their own wellbeing. Otherwise good working performance is under threat. Studies have long shown that already five consecutive nights of bad sleep decreases employee output by 40 percent.

First Round: Meeting with HR

By going through usual prospecting you notice that the head of HR of Microsoft's Technology Sales Business unit is Mr Heinrich Philippi. He is located in Munich, Germany. You contact Mr Philippi and manage to end your cold calling successfully as you are able to book a meeting with him on May, 25th, 2018, when he is on a business trip in Giessen. He told you that he would have the head of Microsoft's Technology Sales Business Unit—Mr Bauernschmitt—with him on the Giessen trip. Mr Philippi agreed to the meeting with you to explore whether your company would be of interest to Microsoft. He made clear, however, that he would be very busy that day and you only have 10 minutes for this meeting.

Second Round: Meeting with Decision Maker

On the second round you have been informed that you have 15 minutes to present your proposal to Mr Bauernschmitt. Use the information you learned during the meeting with Mr Philippi to help you in presenting your proposal. You will have your pricing with you. Your goal is to close a deal.

Pricing

100+ persons: 110€ per person

- Info meeting to entire personnel
- Measurement and personal reports
- Group feedback (can be divided into 2-4 sessions)
- Anonymous group results report for management

Smaller group package: 10-20 persons 150€ per person

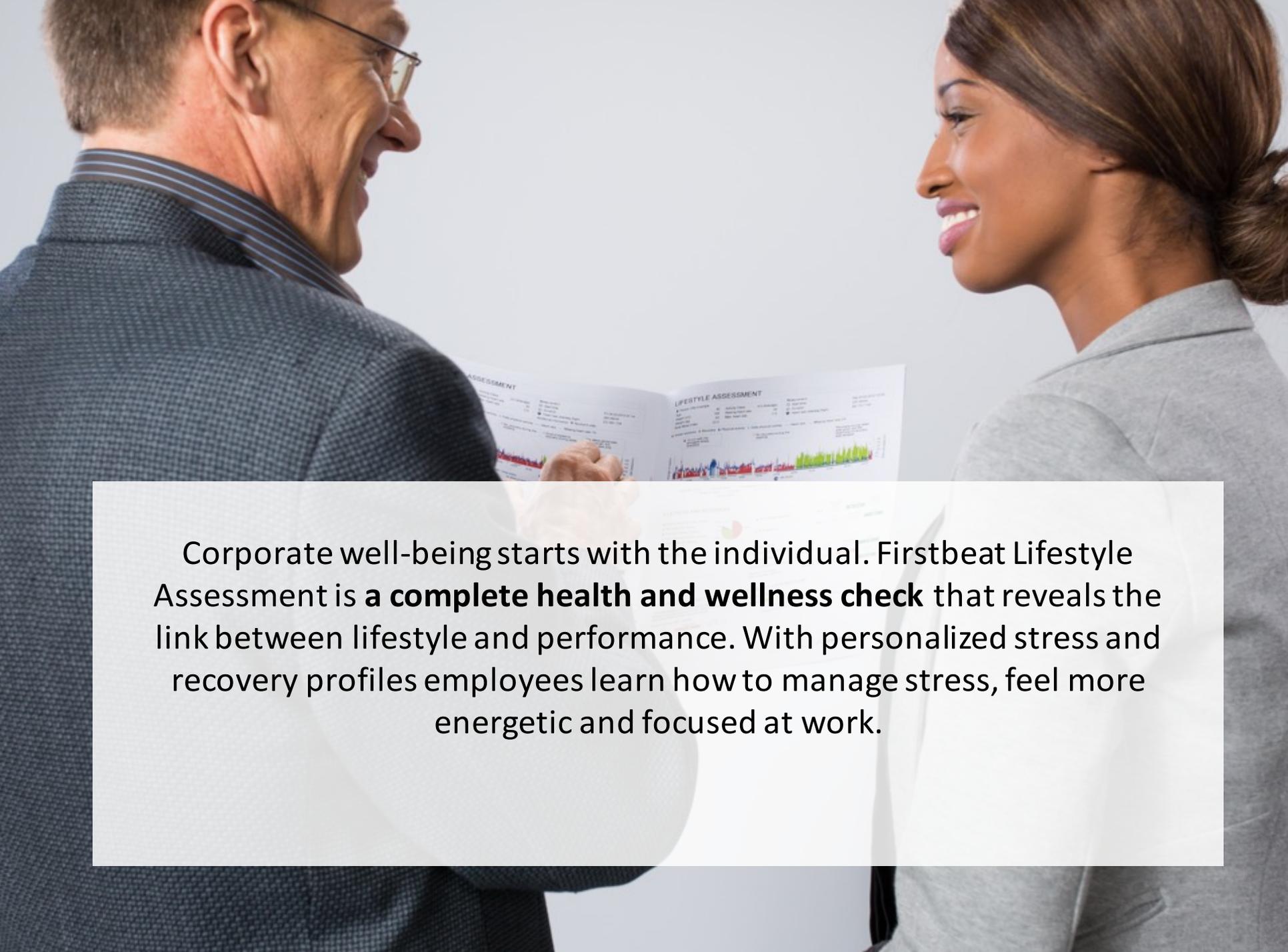
- (Most often offered as pilot to management groups)
- Info meeting to entire personnel
- Measurement and personal reports
- Group feedback (can be divided into 2-4 sessions)
- Anonymous group report to management

LIFESTYLE ASSESSMENT



FIRSTBEAT

Firstbeat Lifestyle Assessment



Corporate well-being starts with the individual. Firstbeat Lifestyle Assessment is a **complete health and wellness check** that reveals the link between lifestyle and performance. With personalized stress and recovery profiles employees learn how to manage stress, feel more energetic and focused at work.

PERFORMANCE THROUGH WELLBEING

Measured information helps recognize what your staff's well-being is made of



Managing stress

Stressed employees are less effective

Identify factors that cause stress



Enhancing recovery

Energized and focused employees

Reduces sick leaves

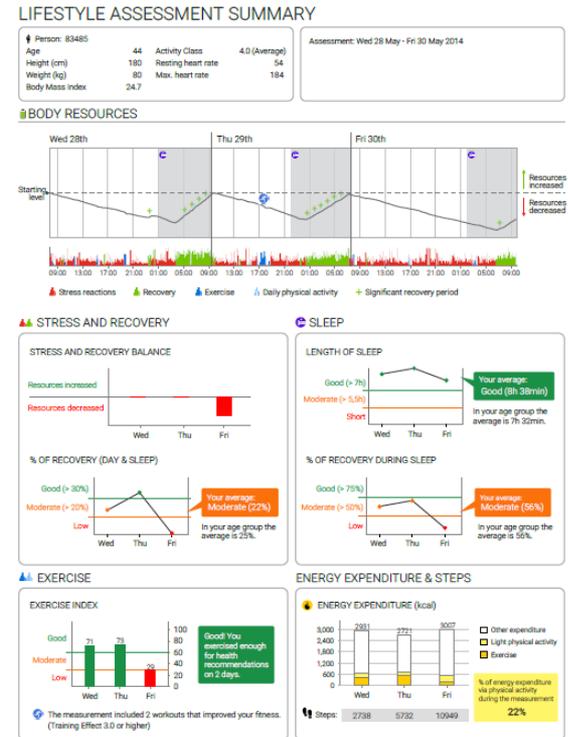


Exercising right

Motivates employees to keep exercising

More stress resilient and productive employees

Well-being is created during work, leisure and sleep



SEE WHAT YOUR WELL-BEING CONSISTS OF

● STRESS ● RECOVERY ● PHYSICAL ACTIVITY



EFFECTIVE TOOL FOR CORPORATE WELLNESS

85% 

FEEL MORE PRODUCTIVE AT WORK

100,000+ INDIVIDUALS COACHED

1000+ COMPANIES
INCLUDING FORTUNE 100 COMPANIES

**OVER
90%**

**OF EMPLOYEES RECOMMEND
THE LIFESTYLE ASSESSMENT**

82%

**IMPROVED STRESS MANAGEMENT,
SLEEP QUALITY OR EXERCISE HABITS**

HOW THIS WORKS FOR THE EMPLOYEE?



1

ORDER ONLINE

Client receives the device
and instructions



2

MEASURE

Record physiological
reactions 24h and get a
snapshot of everyday life



3

LEARN FROM DATA

Identify factors that affect
client's well-being and
performance



4

GET THE BALANCE RIGHT

Personal reports help provide
advise for better
well-being and performance

HEALTHY EMPLOYEES PERFORM AT THEIR OPTIMAL LEVEL

Data on Well-Being and Performance

- A new, exciting method for employee wellness and performance programs
- Personalized advice for each employee
- Overview of the well-being of your organization
(anonymous group report)

Benefits for your Business

- See how to direct employee wellness investments
- Ensure the well-being of possible risk groups
- Control health care costs
- Reduce amount of sick leave and risk of early retirement



MANY TARGET GROUPS, MANY PURPOSES

- Key personnel and executive teams
- Wellness programs or annual health checks for entire personnel
- Risk groups
 - Those who travel a lot
 - Shift workers
 - Demanding working conditions
- As part of targeted wellness initiatives
 - Stress management
 - Weight loss or
 - Exercise programs



PERSONAL INSIGHT CREATES RESULTS

- 
- Recognize what causes you stress and how to manage it
 - Understand how you can recover better
 - Find the right type of exercise for you
 - Increase amount of sleep
 - Reduce smoking / use of alcohol

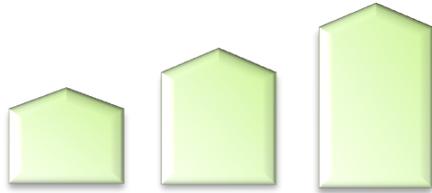
Source: Firstbeat database 100.000 customer assessments



OUR CUSTOMERS

MEASURABLE RESULTS

Maintain and Improve Performance



85%

Of employees feel more productive at work*

Retain Ability to Work



Experience that the Firstbeat service improves well-being*

Reward the Employee



Recommends the service to others*

Sick Leave

Reduces days of absence as much as



32%**



Number of people who did not feel well was reduced by **70%**



Were able to improve stress management, sleep quality and exercise habits*

SOURCES:

*Firstbeat Lifestyle Assessment research studies and intervention projects N=1000

** Case City of Salo

SATISFIED CUSTOMERS



"Firstbeat provided our people ways to take care of themselves and perform better at work."

Marja Kanigan,
HR Director,
Ernst & Young Finland



32%

less sick days
after Lifestyle Assessment

**1500 employees took part in
Lifestyle Assessment and follow-up**



"Lifestyle Assessment provided a complete picture of the well-being of our personnel"

Tarja Andersson, CEO,
TPA Andersson



"I received important information on the influence of lifestyle on my health and coping."

82%

**Assessment conducted for the
entire staff of 300**

**International
Forest Company**

3000+ Lifestyle Assessments in
Finland, China and Germany

"Our personnel feel like they received valuable recommendations for improving their coping. This encourages us to continue"

Tero Kempainen,
Chief Occupational Health Physician



"With the Firstbeat Lifestyle Assessment we have been able to provide our employees the help and support that they need"

Liisa Ilvesmäki-Saarinen,
Manager of Well-Being,
VR Group

CASE - INDUSTRIAL FOREST COMPANY: OCCUPATIONAL HEALTH

*“ We can assess our employees comprehensively. When you can match analysis results with the person’s own observations and insights, the process becomes **concrete and personal.**”*

Tero Kemppainen, Head Physician of Occupational Healthcare

✓ **To Whom:** 3000+ assessments in Finland, China and Germany

How? 1) **Targeted health promotion programs:** Health inspections with lifestyle assessment for individuals or focus groups

2) **Assessments for risk groups: Annual check-up**
Shift workers, people who travel a lot

Results: 60-70% fulfillment of well-being commitments resulting in better stress management

CASE - ANNUAL HEALTH CHECKS

*“Traditional health checks just don’t go deep enough. The assessment **brings out risk factors** and **motivates our clients** to do something about these risk factors!”*

Terveystalo Chief Physician, Päivi Metsäniemi



Terveystalo is the largest occupational healthcare service provider in Finland

CASE - ERNST & YOUNG



- **Background:** Raising employee awareness on personal health and wellness factors and promote coping at work
- **To whom:** 2013: For 200 persons
 - Individual feedback for each employee
 - Anonymous group feedback to management with recommended actions
- **Results:** Great response from staff and impact on overall well-being.
- **90%** felt they gained important information for well-being
- 2015: Follow-up measurements

“Firstbeat provided our people ways to take care of themselves and perform better at work.”

Marja Kanigan,
HR Director,
Ernst & Young Finland

CASE - GLOBAL SOFTWARE COMPANY: PROGRAM FOR KEY PERSONNEL

- **Background:** Improving executive coping on managing workload. Assessing the stress of traveling and time differences in working and responding to teams in different time zones / working after hours.
- **Who:** 500+ management and executives from different locations
- **How:** Carried out in an executive program with 360 assessment + interview and Firstbeat Lifestyle Assessment. Group feedback to all.
- **Results / response:**
 - ✓ *“The individual report has many times served as an **eye opening** moment followed by **corrective actions** by the individual, preventing the risk for longer term consequences, like burn out”*
 - ✓ Head of well-being