



STRATEGY PITCH



Equipping the Salesforce to Navigate a Multi-Stakeholder Ecosystem

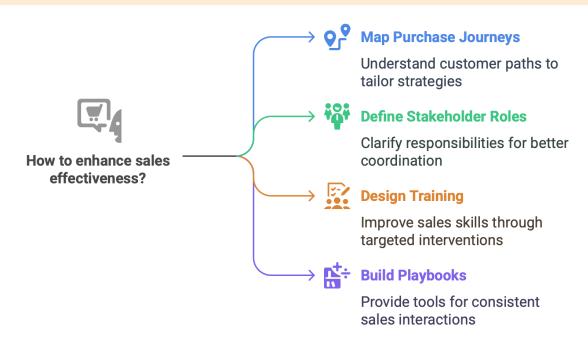
Birla Opus is building a position in the competitive paints industry, where success depends not just on product quality or pricing but on managing complex stakeholder dynamics—channel partners, contractors/painters, and end-customers. Many in the salesforce come from outside the paint industry and lack nuanced stakeholder understanding.

Key Challenge

How do we equip a relatively inexperienced salesforce to effectively engage and influence multiple stakeholders who play very different roles in the buying process?

Strategic Question

What capabilities, tools, and mindsets must we build in our frontlines to increase effectiveness and drive conversion in this multi-layered sales environment?



FRAMEWORK



success and ensure Measurement Measure training Sustainability sustainability plan with tools and Develop a training **Enablement** Learning & resources ~თ **‡**∭ Plan necessary skills and Requirements Capability Determine capabilities Skill & (III) **Buying Journey** Map key influencers Stakeholder Mapping & motivations and their **Evaluate the current Current State Assessment** salesforce and identify gaps 80

