

# Boosting Sales

- Increasing Sales
- Increasing Margins
- Aligning the whole organization towards Sales

## in 3 phases

You bring together, **either face-to-face or virtually**, a subset of the organization **which represents the whole system**.

In this meeting, the whole of the system which we want to mobilise **is aligned towards sales**.

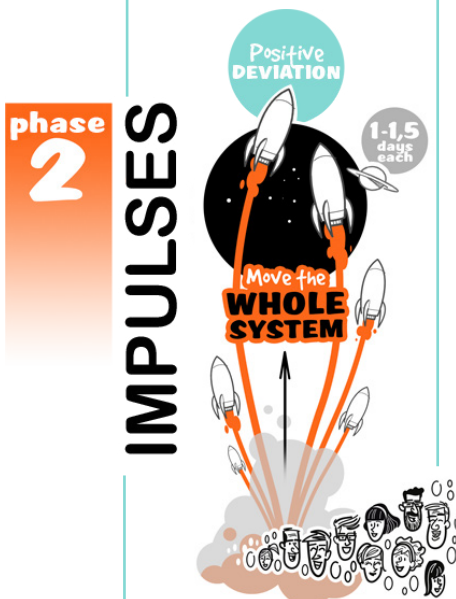
**Each and every one of the participants** design how to contribute and come out having generated collective action.

All the **strengths** of the organization are aligned towards **the client**.



Through these sessions, **we reach the whole sales team** in a matter of weeks.

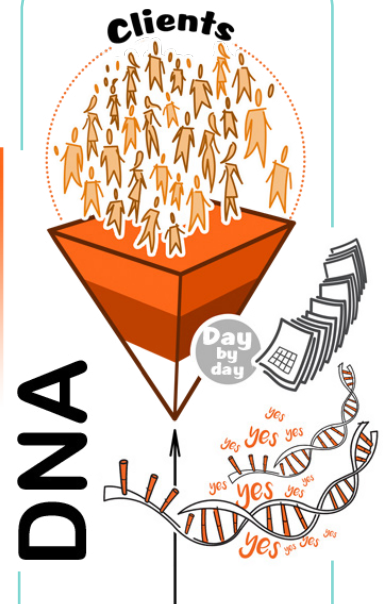
We inquire into what is **exceptional** for the clients and what is already happening.



We use **Positive Deviation**.

We bring out all the capacity that each person has to contribute. From these impulses arise **initiatives** that are put into effect **the next day**.

**phase 3**



We are successful in **keeping the initiatives and behaviour** within the organization.

We achieve this through the methodology called **Expansive Circle**, putting emphasis on that which is repeated: **the DNA**.

This guarantees that the learning is constant.

**The change** comes about in the direction of the objectives of customer service, **from the knowledge of the client**.

# madavi

aligns strengths towards aspirations  
in the sense of opportunities

We act on culture and business at the same time



This video will allow you to see new possibilities for your organization

Our approach



Why our clients want to be our clients?

What our clients tell us

## Why madavi?

### Because it is for everyone

We activate the energy and talent of everyone.

We give impulse and boost complete commercial teams, for example 600 persons in 6 weeks.

### Because it is fast

We act simultaneously and the collective action guarantees speed in achieving results.

### Because we use collective intelligence

We use the strengths of the whole system. Between all of us we know it all.

### Because it is versatile

We have the capacity of doing it online or face-to-face.

# Clients

## who have trusted on us



"The decision to bet on **Madavi** took me 30 seconds. It was a matter of connecting with Fernando and seeing how we could mobilise the whole organisation towards sales simultaneously with an unlimited ambition and no barriers. 'It is not worth betting for only a small gain'."

**Nicolas Imeneuraet**  
COO | Schweppes Suntory Iberia



"At this moment the **Madavi** session with Fernando and Coe has been a breath of fresh air. I would like to highlight 2 aspects

- 1 You can work online in an agile and fun way. Indeed, the fact that it was online became an anecdote because the platform used was even more interactive than when we do dynamics in rooms or workshops.
- 2 The objective we sought was achieved: to align the whole organization to look for what is positive and multiply collective action. In the words of one participant: "a shot of energy"."

**David Nuñez Rodriguez**  
Regional Vice President | Salesforce



"The work carried out with **Madavi** has meant a change in the way of seeing things. Two changes of paradigm: abundance and simultaneity. And as a result of both of these, collective intelligence: 'between all of us we know it all'. Valuing what we all know is undoubtedly a third leg which has helped us to start changing and evolving towards that process of cultural transformation, which is not a process of one or two days but rather a process which will probably last several years."

**Jose Guillermo Diaz Montañés**  
CEO | Artiem Hotels



"**Madavi** is a Company different from the rest. The experience with **Madavi** is a transformation. We needed a Company with which by doing things differently we could achieve objectives in a different manner. And with **Madavi** we have achieved this. We are obtaining great results."

**Josu Madariaga**  
Director of Customer Experience Department | Eroski