

P R E S S R E L E A S E

Next Generation Sales – etventure finds subsidiary for sales in the digital era

- **360sales combines analytical benchmarking, operative sales training, result-oriented sales management and digital tools**
- **The problem: existing corporate sales structures and approaches impede innovations and revenue growth**
- **360sales supports sales with an entrepreneurial approach – from prototyping through to rollout**

Berlin, May 24, 2016 – Digital consulting and company builder etventure is expanding its own portfolio: the company recently founded 360sales, a new subsidiary focusing on the digital transformation of sales. Digitization is not about storing client data on a large scale, but rather evaluating and processing such data meaningfully, and making it accessible to the sales team. To do so, 360sales combines analysis and benchmarking with business and result-oriented performance management supported by state-of-the-art sales tools. The sales professional is, and remains, the decisive factor – it is the salesperson who transforms the details into client benefits

Even before it was officially founded, 360sales successfully digitized sales for major industrial corporations as well as startups. Andreas Sujata, chief sales officer at etventure, will become the managing director of the subsidiary.

Sales success in just twelve weeks

The most common corporate sales structures and approaches are generally no longer adequate for today's requirements for integrated and practical business processes. The sales department often works alone and with a conventional approach limited to a simple distribution policy. This means that sales potential, possibilities for innovations and new sales paths often go unrecognized. Under the "Next generation sales" slogan, 360sales supports future corporations as well as startups in aligning their sales holistically and digitally towards greater success.

Together with the corporate client, 360sales starts off with a benchmarking process that analyzes the current status to establish goals and performance indicators and to refine the sales story. The relevant sales team also receives intensive training in how to use digital tools and apply sales techniques. The third pillar of the strategy consists of optimizing how the sales funnel and campaigns are managed, along with consistent management control. This operative approach means that 360sales can sustainably modernize its clients' sales divisions and achieve real-life performance

improvements – all within twelve weeks.

Optimizing sales – both for large companies and for startups

Even before it was officially founded, 360sales had successfully assisted major corporations as well as startups in the digital optimization of their sales structures. 360sales currently supports a well-known manufacturer in the energy industry and was able to increase their activities and funnel management, reduce the sales cycle and improve client acquisition within a very short period of time. The retail analytics startup POSpulse is also one of the corporations assisted by 360sales. This market research startup is heading towards revenue growth of 300 percent for the current financial year.

Andreas Sujata, chief sales officer at etventure and managing director of 360sales explains: “Digitization is essential for survival in sales. The human factor continues to be decisive. Sales professionals of the future must listen to clients more than ever in order to recognize their problems and then offer them the product that best suits them. That is absolutely at the core of the etventure philosophy. The extensive experience and great success in sales that we have experienced in our own startups will now be given a much broader scope with 360sales. The founding of the new subsidiary is the logical continuation of our core business, which is the development of digital business models.”

Philipp Depiereux, founder and managing director of etventure, adds: “Good ideas that are developed and validated with the clients seldom fail due to the product, but they regularly fail due to sales. That's why 360sales focuses on the consequent professionalization and optimization of sales structures based on the success factors established by etventure's business building process: a 100-percent focus on execution, entrepreneurial thinking, testing and validating new approaches in a protected space, right through to working together with clients for a structured rollout.”



Image caption: Andreas Sujata, managing director of the newly founded etventure subsidiary, 360sales.

About etventure:

Under the guiding principle that “Only true entrepreneurs drive digital change,” the digital consultant and company builder etventure identifies, develops and tests cross-industrial digital business approaches. After a successful validation, etventure single-handedly develops these approaches as a new business model on behalf of corporations or as an independent startup. Their corporate clients include Wüstenrot & Württembergische insurances, Bonnier Media Group, Deutsche Bahn, Daimler Financial Services, Franz Haniel & Cie., Viessmann and the steel manufacturer Klöckner.

Furthermore, etventure also runs the Berlin School of Digital Business, the Fin Tech-Unit FintechStars and the European Innovation Hub, which supports and implements the Internet of Things (IoT) and startup projects on behalf of the European Commission. In the form of joint ventures, etventure is involved in the “Unternehmer-Schmiede” (entrepreneurial workshop) and W&W Digital. etventure was founded in 2010 by managing directors Philipp Depiereux, Philipp Herrmann and Dr. Christian Lüdtkke. Members of the etventure team include 170 digital experts and corporations in Berlin, Essen, Hamburg, Munich, Stuttgart, London, New York, Paris and Zurich. www.etventure.com

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