

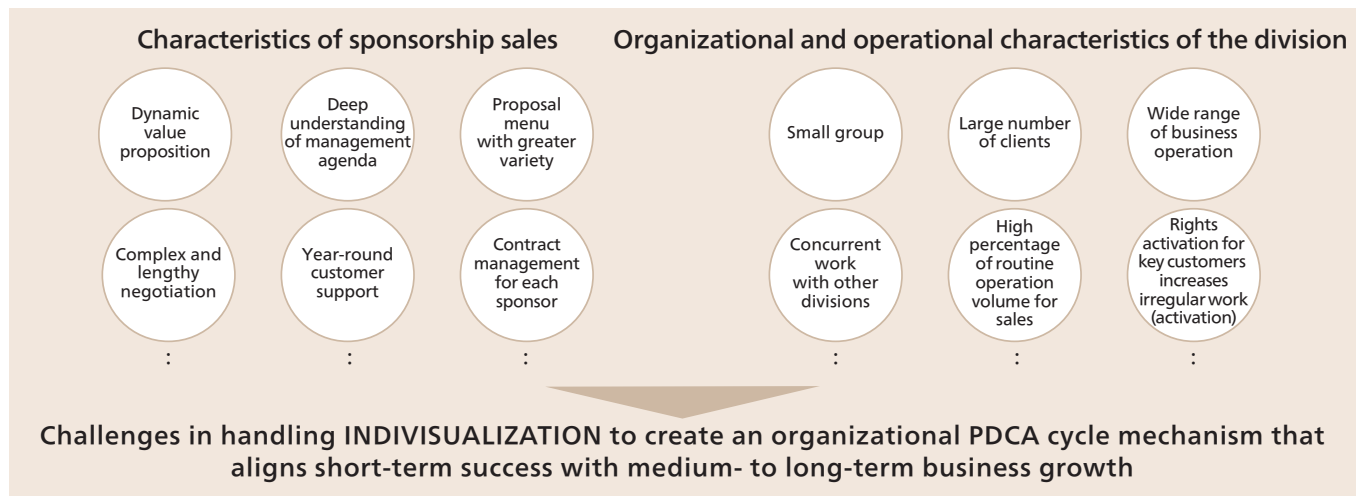
Sponsorship Sales Operations Re-engineering Service with Specialized Sales Force Automation Tool

Better enhancement and efficiency of sponsorship sales operations including activation through one-stop management of operational data

Sponsors benefit from their major investments by activating their sponsorship rights. Because the sources of sponsorship value are so diverse, including assets, rights, business, and networks, styles of rights activation are proliferating. However, their value fluctuates dynamically depending on the game and on the emotional nature of the sport. To sustainably satisfy sponsors, it is necessary to visualize this fluctuating value and variety of activation styles, and to run the PDCA cycle. Sponsorship Sales Force Automation (SSFA) implementation services provide enhancement and efficiency through one-stop management of key sponsorship sales operations such as menu development, sales, and activation.

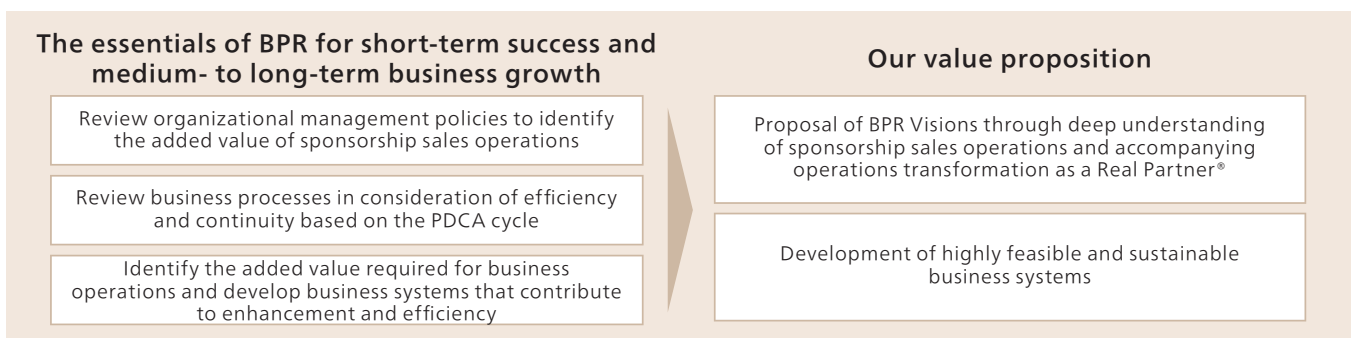
Issues in sponsorship sales operations

Individualization of business and information management impedes the organizational PDCA cycle for increasing sponsorship value. The harmful effects that can result include inability to grasp the current status of business operations, inability to align strategies with activity plans, failure to notice delays in the progress of more important and urgent tasks, and unexpectedly time-consuming human resource development. Sponsorship sales, meanwhile, are a form of corporate sales in which high-priced intangible services are offered with respect to a management agenda. Sponsorship sales operations therefore require individual skills such as communication, negotiation and planning, particularly in efforts to reach short-term sales targets. In other words, to solve this problem, rights holders need to have a strategic policy to work on creating organizational structures and systems that align short-term success with medium- to long-term business growth.



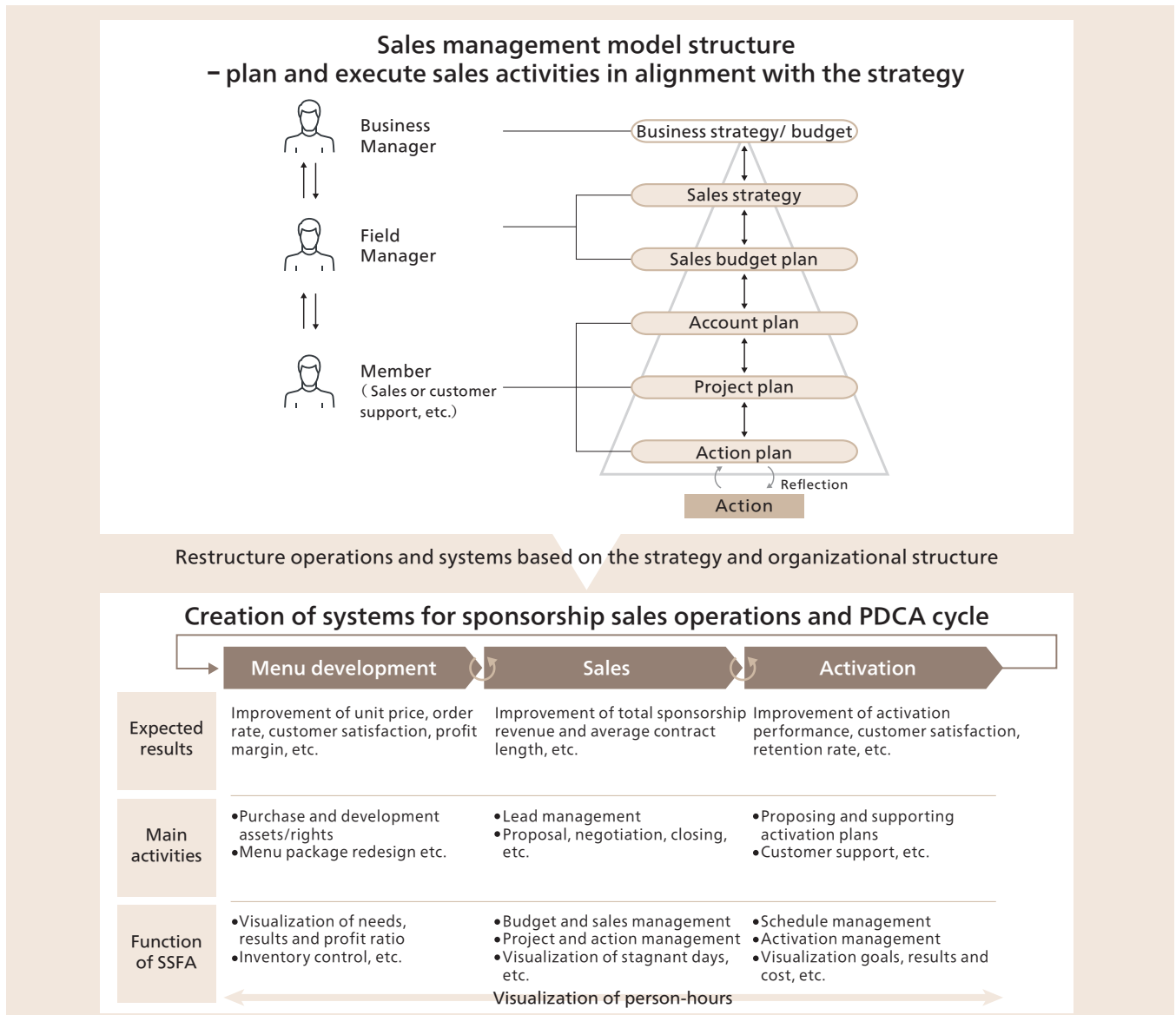
Value proposition by ABeam Consulting

ABeam Consulting has much experience in consulting support and sponsorship for rights holders, as well as in operations transformation and SFA implementation for the sales divisions of major corporations. As a result, we capture the unique source of value provided by rights holders and support the conceptualization of BPR and the establishment of a highly feasible and sustainable system to achieve short-term success and medium- to long-term business growth of sponsorship.



Service overview

We integrate business strategies into sales activities and build an organizational structure and system to achieve sustainable growth. Specifically, we develop a system (SSFA) based on the vision, strategy, organization, and operations of the sponsor sales division, and one-stop manage and visualize information relevant to sponsor sales operations. SSFA encourages the discovery of issues from a bird's-eye view of the entire business and allows the PDCA cycle to function. In addition, the business knowledge accumulated in SSFA can be used for human resource development.



Implementation approach

ABeam Consulting offers a variety of implementation approaches based on the complexity of the rights holder's sponsorship sales operations, existing systems, scope, budget, and schedule. The purpose of the user training is to establish the use of SSFA and to learn the PDCA cycle for business improvement. (Expected project term: 3 months~)

