

TRIZ SUMMIT 2023



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TRIZ SUMMIT
2023

Certain aspects of using TRIZ in sales management



Контур

A business ecosystem called Kontur makes routine tasks easier to handle and facilitates more open and transparent communication with suppliers and governmental bodies.

Online reporting and accounting, EDI and labeling services, cloud-based commodity accounting, online cash registers, counterparty verification, and electronic signatures for any task are all part of Kontur's portfolio.

The 1988-founded SKB Kontur Group owns the Kontur brand. SKB Kontur generated RUB 26.4 billion in revenue in 2022, and 2.3 million businesses in Russia and abroad used the group's solutions.



Extern



Elba



Diadoc



Focus



Market



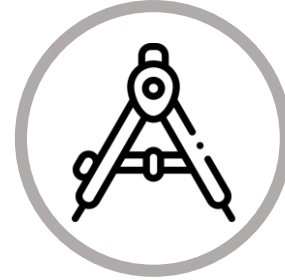
Talk

Unique aspects of managing mass sales



Speed and performance

Each day of work in a sales system has a cost



Decision-making accuracy

Using relevant sales methodology and contemporary communication techniques



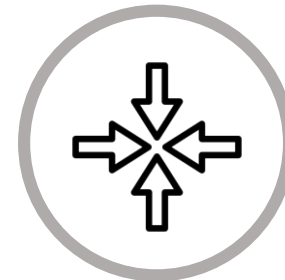
Resource management efficiency

Clientele and personnel



Adapting to change

Finding new opportunities is necessary while taking into account outside factors



Focusing skill

Target must be retained amid constant information pressure and uncertainty

Unique aspects of managing mass sales

NEGATIVE influence factors:

- Shortage of qualified applicants on the job market
- Just a single new employee's onboarding may cost hundreds of thousands of rubles
- High mass staff turnover rate
- It takes at least six months for employees to complete their training, master their fundamental skills, and achieve the desired results
- Line management staff takes at least a year to adapt
- High information pressure: 10+ daily news releases
- Economic environment changes that have an impact on business activity

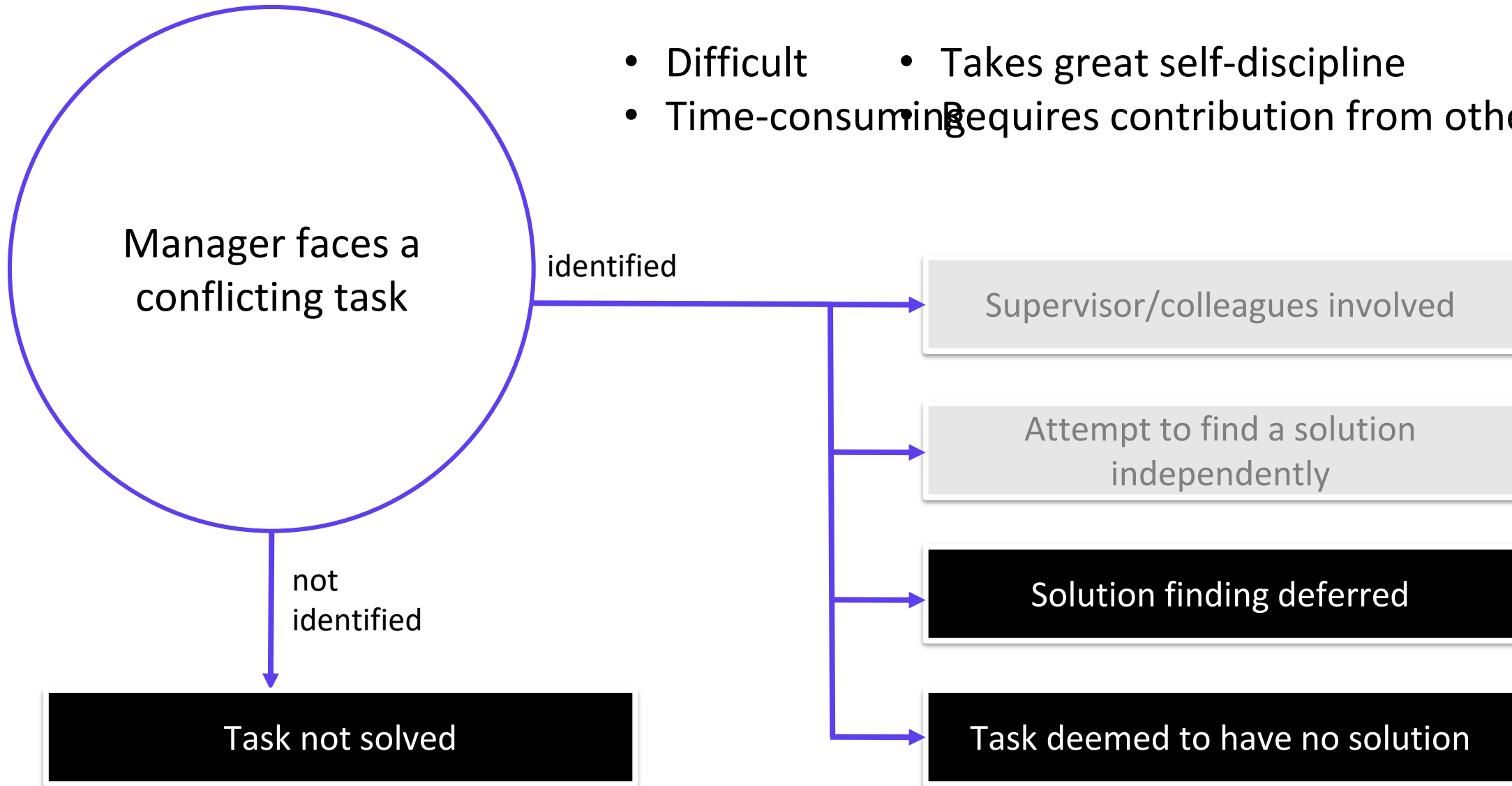
POSITIVE influence factors:

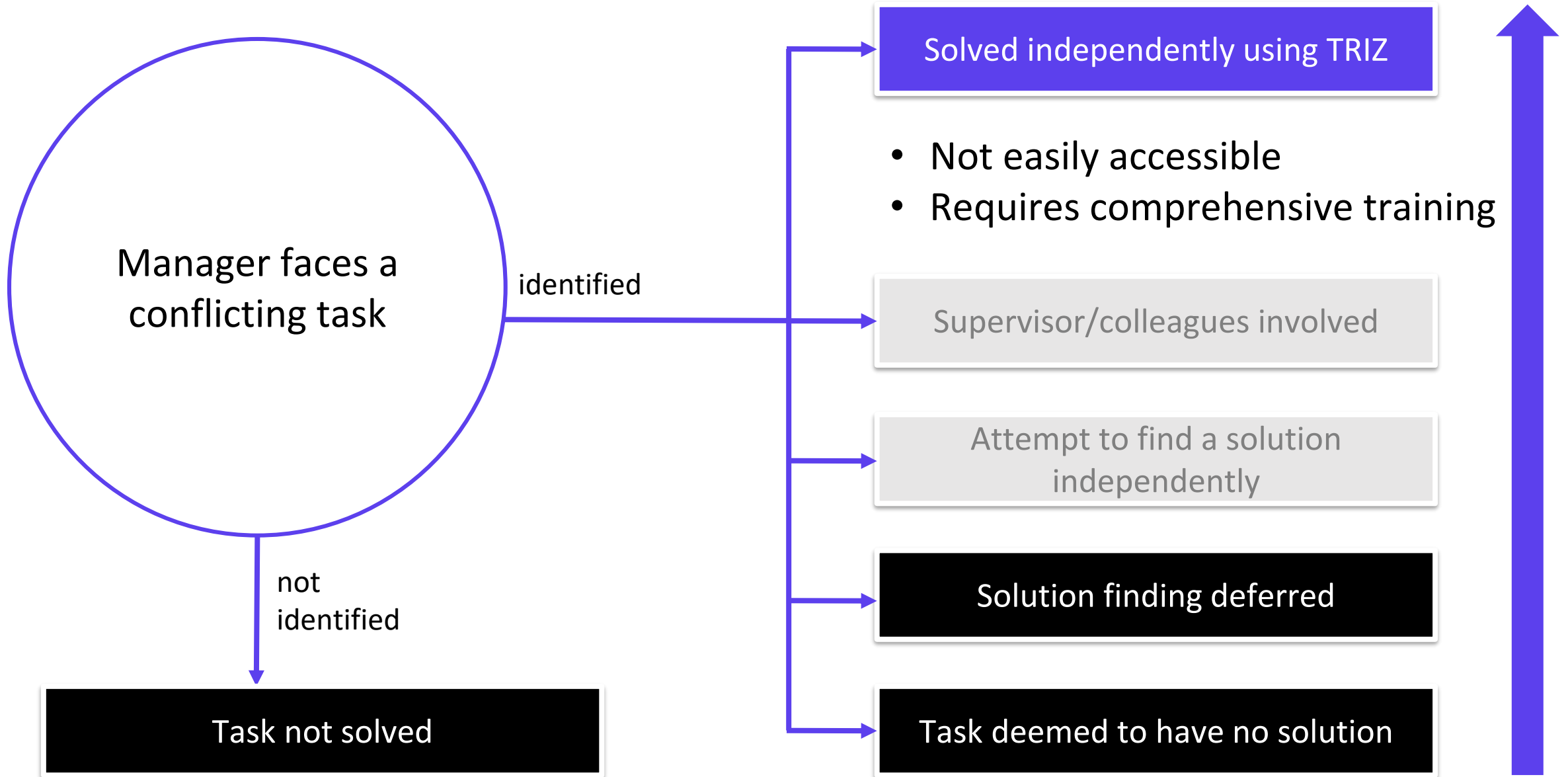
- A reputable IT partner for Russian businesses over 35 years and a well-known brand
- IT product development of the highest calibre
- A broad scope of candidates
- System for modifying and training line and management staff to achieve business goals
- Marketing support system for sales
- Easily accessible information field with all required data
- Functional sales and sales management systems

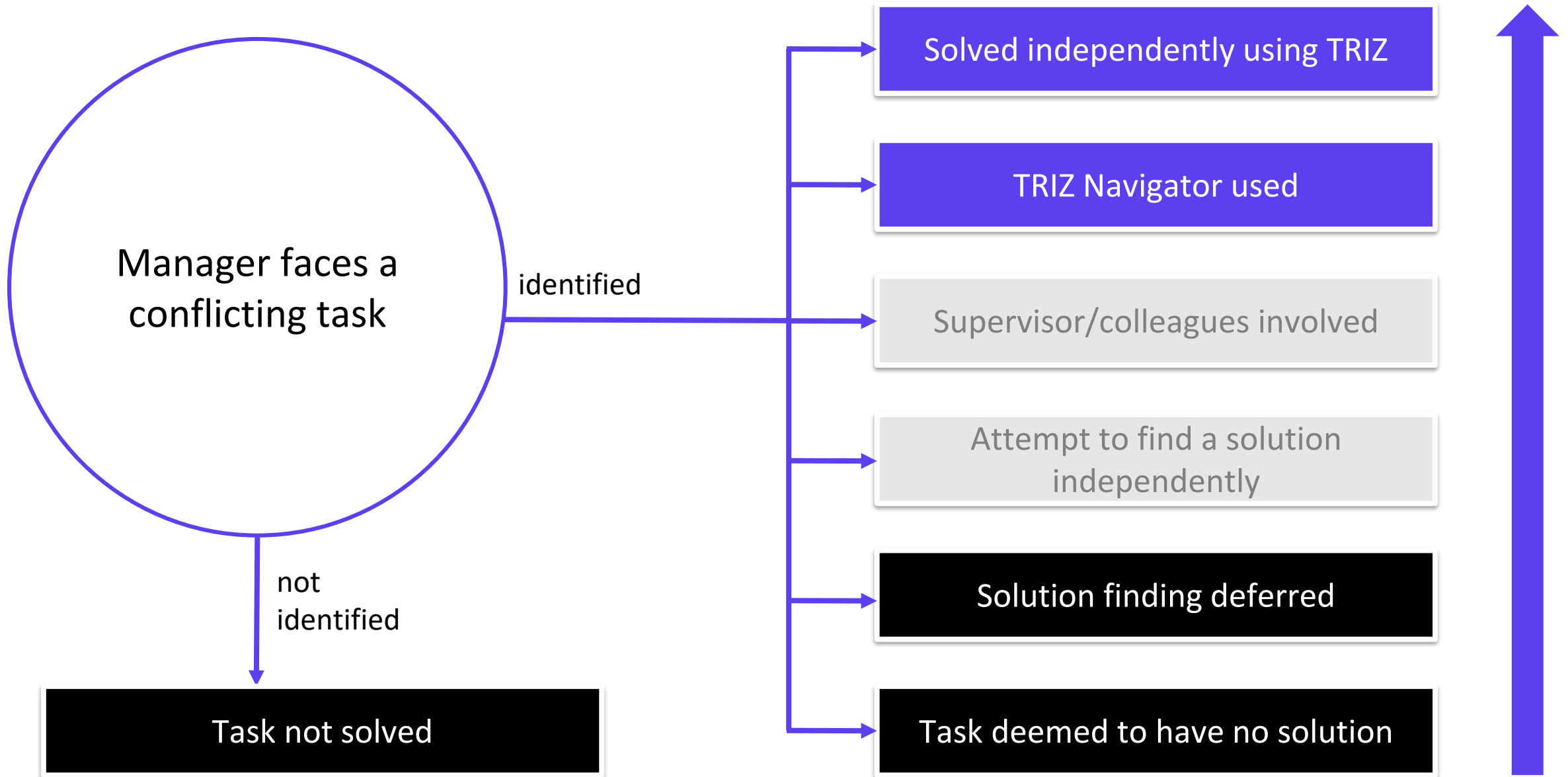
Challenges that make us change

- The typical employee is 30 years old. Y and Z generations are becoming an increasingly important asset. YOLO (you only live once) principle
- The modern world's fragility, instability, and anxiety
- The popularity of ecosystems encourages continued development
- Such offers are widely available on the market
- Immersive learning
- Environment-driven decision-making
- Win-win strategies
- **The company's dedication to putting customers first**

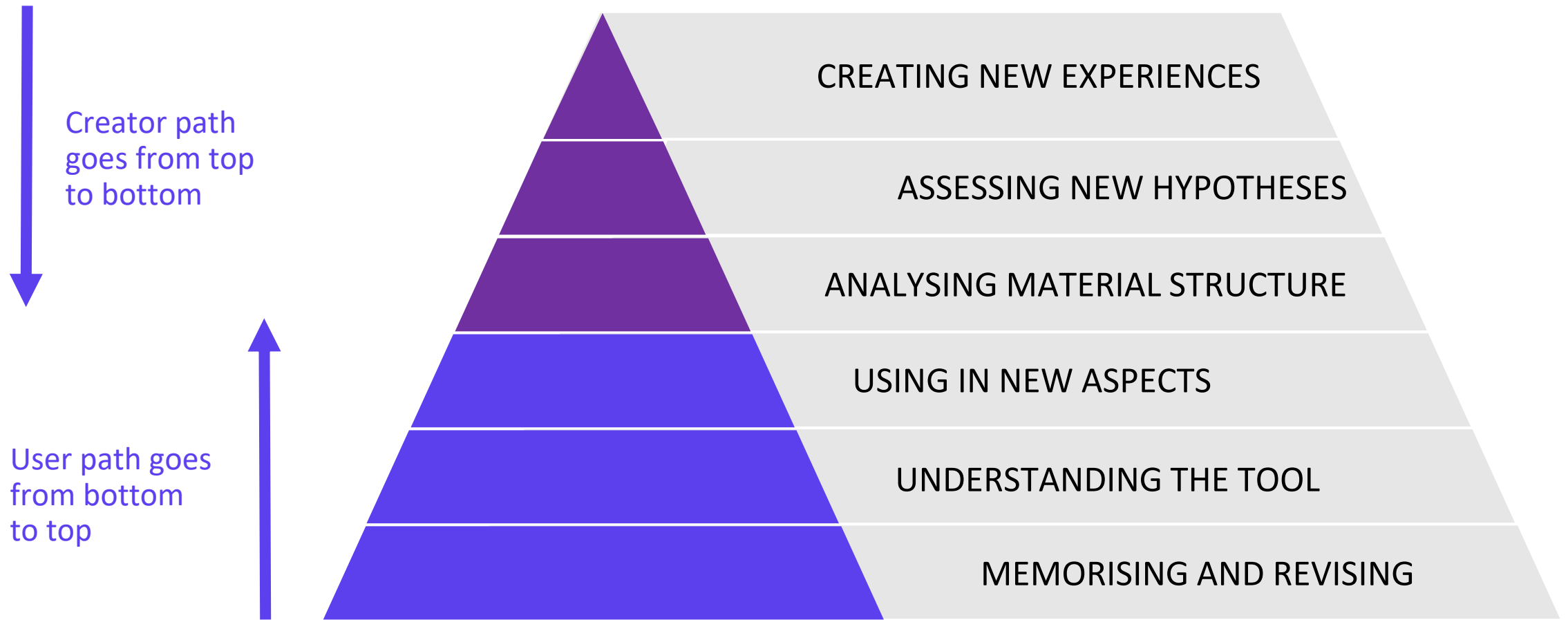
- Difficult
- Takes great self-discipline
- Time-consuming
- Requires contribution from others







Benjamin Bloom's taxonomy



Rationale behind developing the navigator

Quick effects

- 1) Resolving contradictions without exposure to the matter. 'Found and done'
- 2) Straightforward, environmentally friendly introduction to TRIZ
- 3) Realisation of the fact that the unthinkable is actually possible
- 4) Chance to work on the contradiction independently

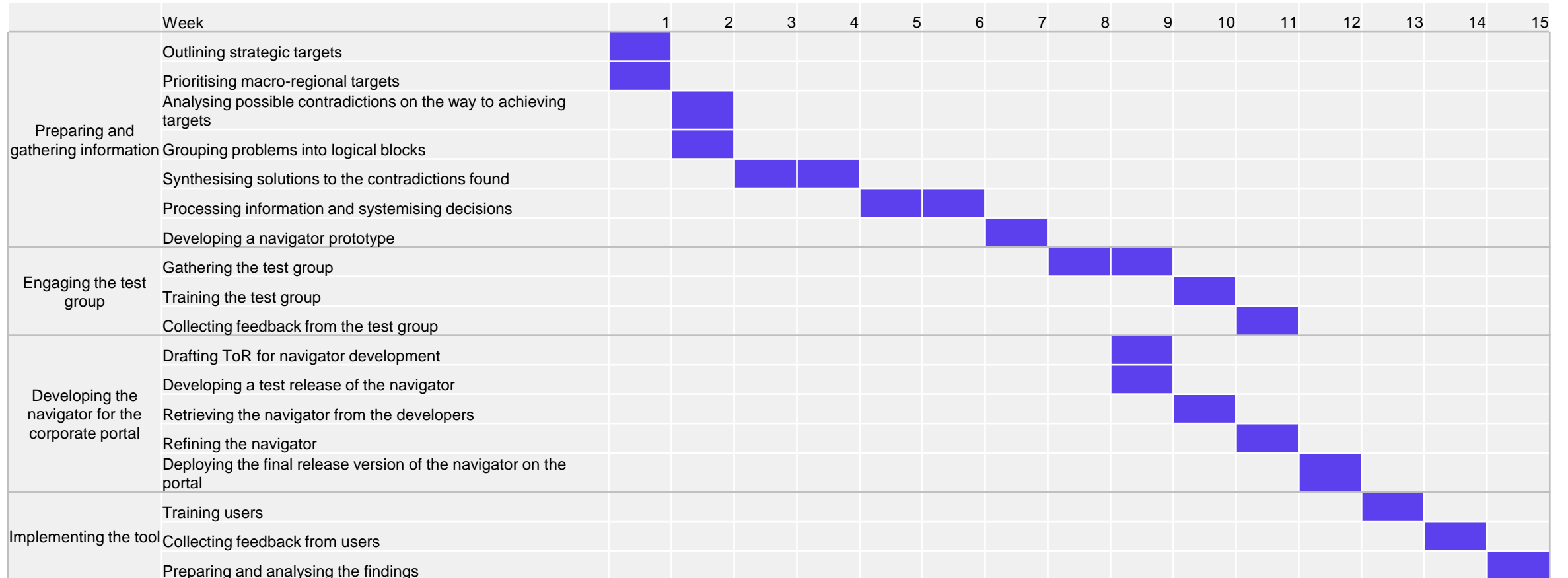
Long-term effects

- 1) Habit of seeking out contradictions during work
- 2) Confidence in the contradiction-resolving tool
- 3) Increased user autonomy
- 4) Developed interest in TRIZ

Solution stakeholders

- Navigator user
- Line employees
- Associated units (HR, training, marketing)
- Macro-regional management
- Company top brass

Project road map





Customer service



Personnel



Marketing

- Attraction
- Retention
- Development

82

CONTRADICTIONS

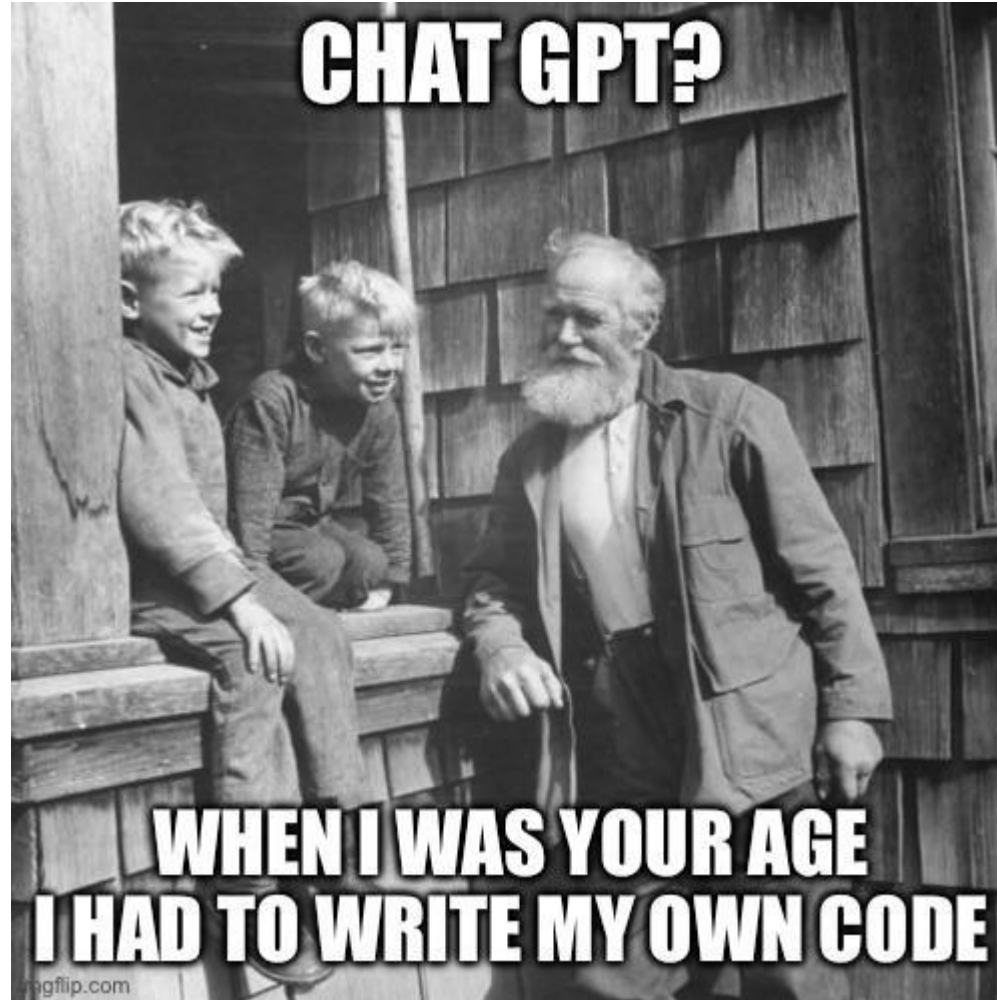
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PEOPLE

Leveraging Chat GPT in solution generation

Cons:

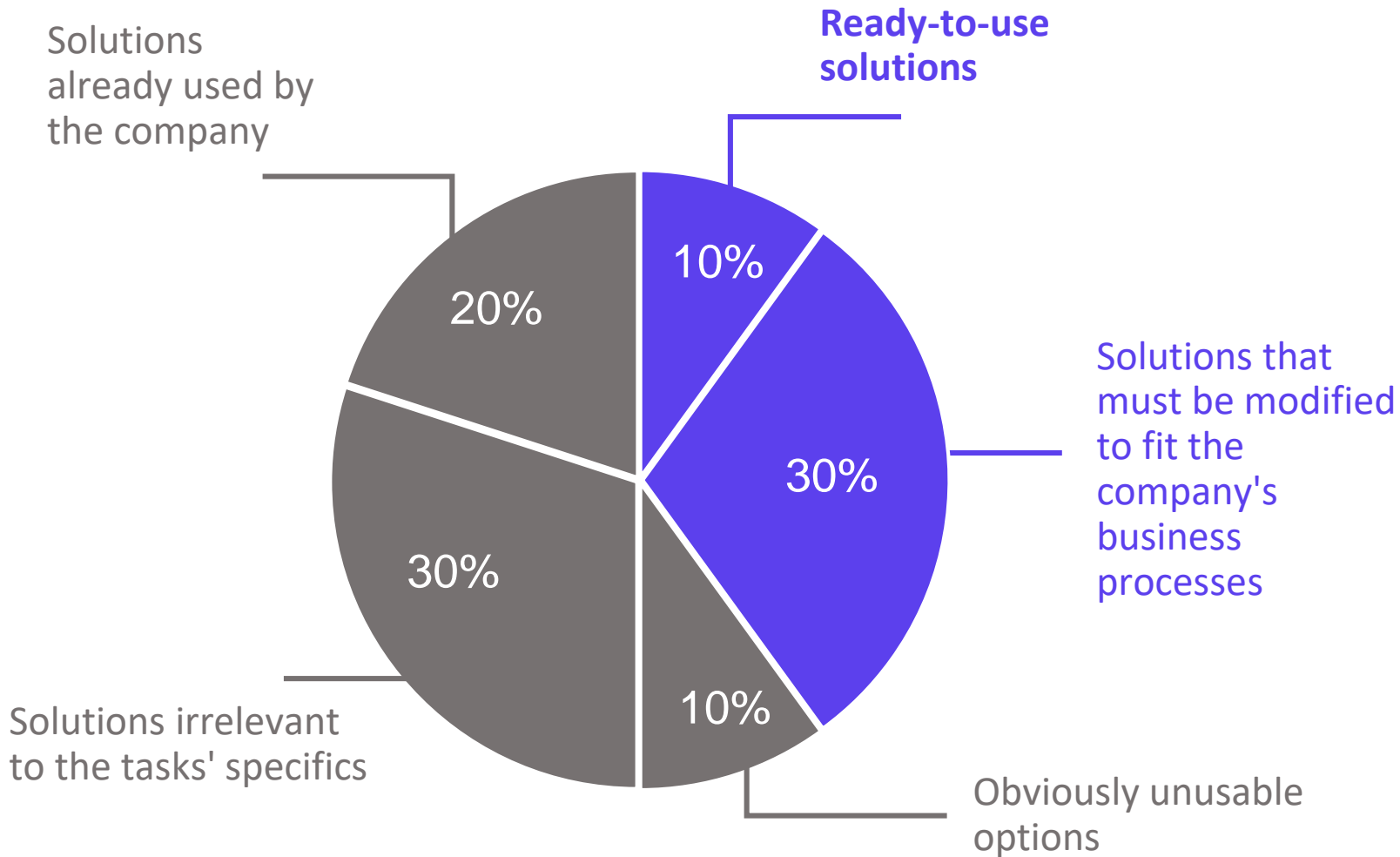
- Making an efficient prompt is challenging
- Knows TRIZ techniques but tries to use others as well
- Repeats itself if there is no reset
- Neural networks cannot be given exhaustive inputs due to trade secrets
- Chat GPT dementia



Pros:

- The process moves quicker once the prompt is formulated
- Unlimited number of potential solutions are possible
- Tolerable TRIZ theory mastery
- 40 solutions written in under a minute
- A language model, GPT easily deals with text-based issues

Solution search stats



82 contradictions


820 decisions in total

Taken to tasks

68 contradictions across **9** categories

333 solutions (**48.9%**) added to the navigator

- Personal account
- Product-oriented training
- Training plans
- Self-improvement
- Developer training
- Apply for training
- Manager knowledge base
- Applications for approval
- Available events
- Sales academy
- Diadoc sales academy
- Certification Authority training
- Corporate segment

- 👤 Staff group
- ❓ Help
-  Anastasia Titorenko

About the navigator

Welcome to the TRIZ Business Navigator for PMRC Executives, a cutting-edge tool to assist you in solving the complex, debatable problems you encounter at work.

Executives face numerous obstacles and contradictions in the business world. How can resource limitations be overcome, process efficiency increased, and customer needs met? All of these tasks demand analytical thinking and a systemic approach.

Enter TRIZ, **Theory of Inventive Problem Solving**



Genrikh Altshuller created this methodology for finding creative solutions to challenging problems.

TRIZ is based on the examination of contradictions and the application of generalised principles drawn from numerous inventions in various scientific fields.



Personal account

Product-oriented training

Training plans

Self-improvement

Developer training

Apply for training

Manager knowledge base

Applications for approval

Available events

Sales academy

Diadoc sales academy

Certification Authority training

Corporate segment


Staff group

Help

Anastasia Titorenko


Attraction

Customer service




Retention

Customer service




Development

Customer service




Attraction

Personnel




Retention

Personnel




Development

Personnel



Attraction

Marketing



Retention

Marketing



Development

Marketing



- Personal account
- Product-oriented training
- Training plans
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- 👤 Staff group
- 🔗 Help
- 👤 Anastasia Titorenko

Back to the matrix

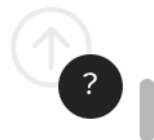
Feedback

We have a Staff feedback form for your suggestions and comments.

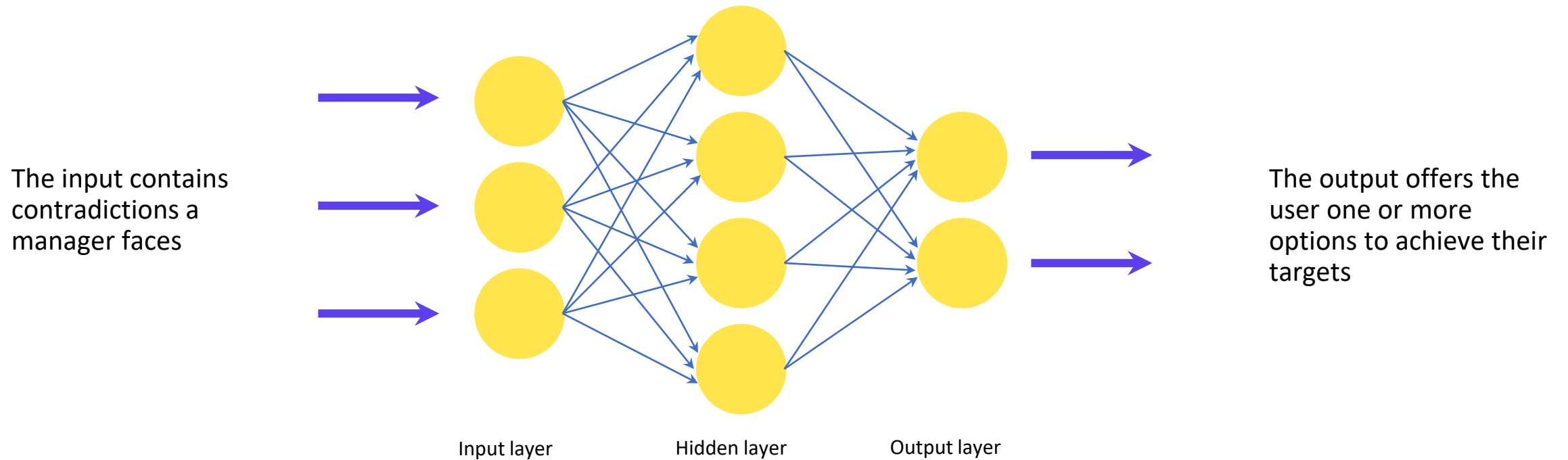
Submit an application if you need a contradiction worked out.

Leave feedback

Apply to work out a contradiction

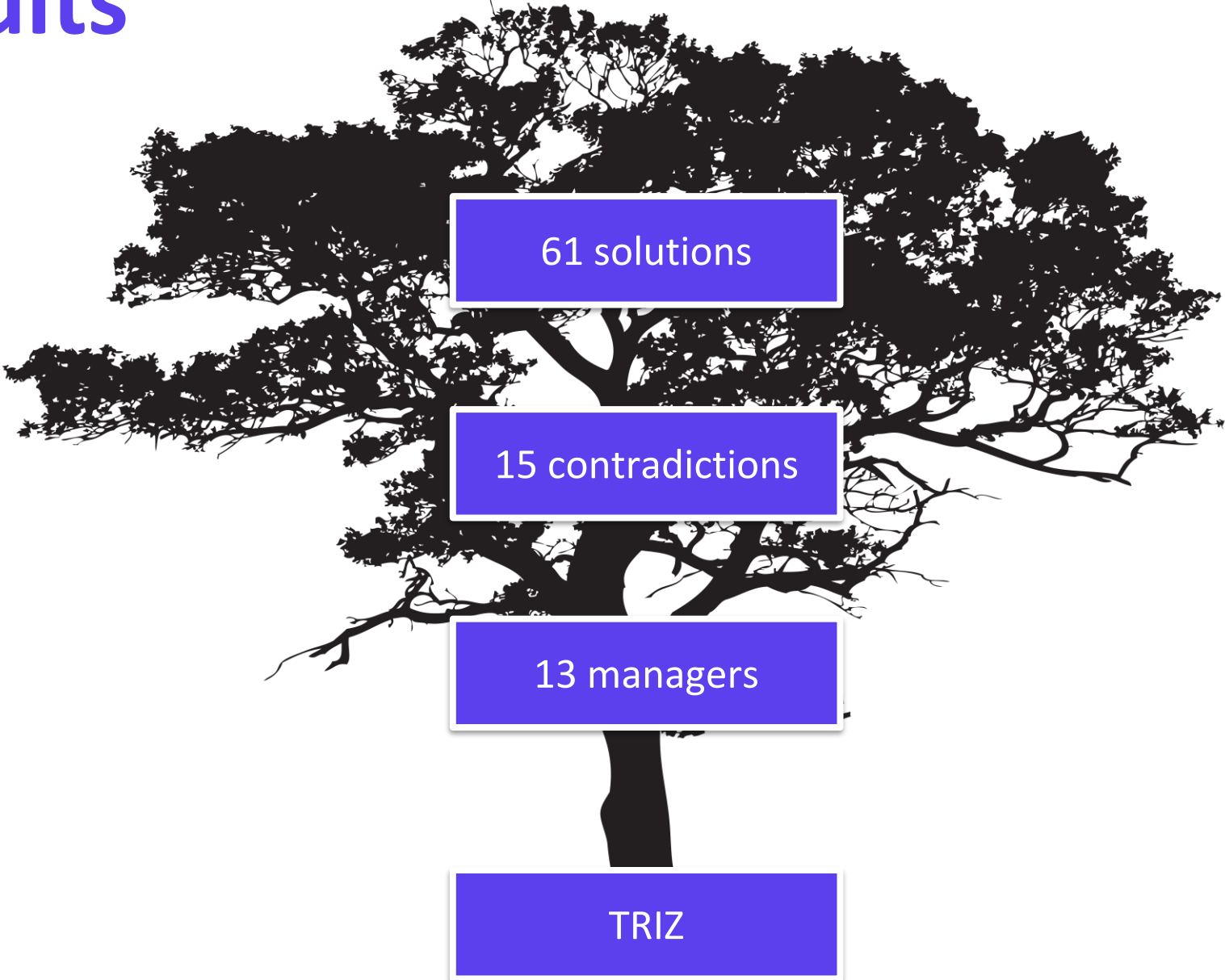


Thinking as a neural network does



The user 'cross-pollinates' ideas with the navigator as they interact. The process is akin to '**solo brainstorming**'

Results



Conclusions

1. AI is an **effective** assistant
2. Employees can be trained **to a necessary and sufficient level.** Complex matters can be made straightforward and usable
3. All tools must **evolve** (reuse, scalability, application to other MRCs). TRIZ as a product rather than a project
4. Each participant has the option to go deeper **if need be.** This opportunity should definitely be provided

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Q&A SESSION



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THANK YOU!

