

A systems approach to optimize sales performance

WE HELP YOU START WITH THE END IN MIND. Optimizing a sales force hinges on the successful integration of sales and sales leadership. That's the core of Advantage SalesOptimization. Our systems approach addresses your organization as a whole, creating a clear line of sight between where you are now and the specific strategic processes, people, and capabilities needed to get you where you want to be.

Optimizing a sales force is like building a house. You need two levels of expertise: an Architect and a Builder. The Architect starts with a 30,000-foot view and continues to explore your vision all the way to ground level. The result is a blueprint the Builder uses to carry out your plan. The Builder must have excellent experience, great communication, and a commitment to your goal. Your builder's employees must be properly trained in their craft, work well as a team, and share a consistent building process. The result of this multi-layered team approach is a house that meets your needs.

Advantage is the Architect and the Builder. We design, build, and integrate a comprehensive system that tells you which sales people fit which roles, gives leaders a cadence process for guiding sales performance, and provides sales people and sales leaders with the enablement **tools and skill development they need to optimize results**. Your entire sales organization is held accountable for selling to business needs, aligning with the way customers buy, and achieving your strategic initiatives. As a result, your organization sells at the optimal level your market demands.

Right People

Get the right people on the bus.

You need to know if the right sales people are in the right roles. Do some people need coaching? Do some need replacing? Do you have a structure for building talent over the next 3-5 years? Validated sales force assessments reveal people's fit for specific current and future roles. Our Sales Architecture process provides a 3 to 5-year development roadmap for your entire sales organization. You'll be able to manage talent better, hire towards the ideal, on-board more effectively, and improve overall performance.

Right Capabilities

Boost the team's ability to sell.

Do sales managers have the right skills to lead? Do sales people have the right skills to move up to the next level? SalesOptimization provides learning that enables sales team members to understand customers on a deeper level, create business results, communicate value, manage accounts strategically, and coach for maximum impact.

Rapid Analysis

The path to strategic advantage.

The Rapid Analysis phase reveals where your sales organization is now by assessing sales strategy, goals, competition, talent, market forces, and more. We start at the 30,000-foot level and work our way down to the ground, even doing ride-alongs with your sales team. And we incorporate any existing data or prior research. The Rapid Analysis output identifies gaps and priorities to tackle, as well as existing strengths we can leverage.

Right Communication

Leaders walk the talk.

When all areas of your organization not only understand and support the why, the what, and the how of your sales strategy, you're better able to deliver results to customers and sustain optimal performance. We ensure that a consistent message is delivered from all levels of management, and the entire organization is aligned around the company's goals and sales strategy.

Right Technology

Integrating sales enablement tools.

We work with your organization to integrate these new systems and processes with technology that will enable their success.

Right Process

Integrate a powerful sales system.

The success of optimizing a sales force hinges on sales management. Our custom Sales Leadership Cadence system gives leaders a powerful and consistent structure in which to conduct sales activities, set expectations, coach, monitor results, and measure sales effectiveness — all on a regular basis. We also help you deploy a synchronized Buy/Sell Roadmap to ensure that your sales process is in lockstep with your customers' buying process.

SalesOptimization Results In:

- Accelerated sales performance
- Consistent cadence and sales process
- Measurably improved business results to your customers

