

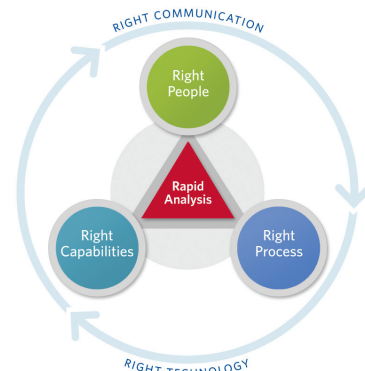
## Rapid Analysis

### Rapid Analysis

**Expand Your Perspective:** Rapid Analysis provides a comprehensive, 360° view of the strengths, gaps, and opportunities that affect sales leaders' ability to create optimal results.

### Define and close the gaps that can derail your sales strategy

As you work to execute your sales strategy, you view the sales organization through your personal lens. There are issues you see and others you don't. Do you recognize root causes and implement root solutions to address sales challenges, or are you just treating the symptoms? Do you have a clear understanding of all the factors that impact sales performance (including people, processes, capabilities, communication, and technology)? How robust is your view? Does your perspective include every touch-point from sales executives down to customers? If not, your ability to successfully execute your sales strategy is at risk.



Rapid Analysis is the foundation of the Advantage SalesOptimization framework and it expands your perspective to provide a comprehensive, 360° view of your sales organization. This brings data-driven insights to your leadership efforts by ensuring you don't miss the root causes of performance gaps that can derail your sales strategy. Rapid Analysis creates a clear line of sight between where your sales organization is now and where you need it to be. It provides a roadmap of actionable recommendations that propel your entire team as well as your strategy forward at the highest velocity possible.

### Outcomes

Rapid Analysis not only reveals the elusive gaps that can cause derailments in the execution of your sales strategy, but it also provides specific recommendations on how to best close the gaps. Based on input from you, your leadership and line sales management team, your sellers, and your customers, the Rapid Analysis Findings and Recommendations report provides:

1. Key data and insights about what needs improvement (performance gaps).
2. Recommendations for leveraging and capitalizing on current strengths.
3. Recommendations for remedying performance gaps to ensure that:
  - The right people are in the right roles
  - The sales force has the right processes to buoy the strategy and drive the business forward
  - The entire team, from sales leaders to individual sellers, has the right capabilities to support the strategy as well as the development goals of the organization
  - The right communication is leveraged to create buy-in and adoption both internally and externally
  - The right technology enables analysis and the extension of developed capabilities to accelerate the implementation of your sales strategy

## How It Works

Rapid Analysis starts at the 10,000-foot level and works all the way down to “boots on the ground,” assessing the 5 major inputs that are crucial to your ability to effectively lead the sales force towards the achievement of your goals.



1. **Sales Executives (10,000 feet)** – Our collaborative Line of Sight White Boarding session gathers executive input on expected sales actions, desired results, and alignment with corporate goals. Information from this session becomes your fundamental roadmap for strategic sales execution.
2. **Sales Leaders: Insights (7,500 feet)** – Sales leaders express opinions about the current state of the organization and where it needs to go. This also reveals how well the team is aligned with key strategic drivers.
3. **Sales Leaders: Survey (5,000 feet)** – A Sales Leadership Survey collects leaders’ perspectives on the organization’s current implementation of 6 sales disciplines (talent alignment & development, sales planning & execution, forecasting, pipeline management, sales coaching, and performance management) and compares them against 69 best practices of world-class organizations.
4. **Individual Sellers (2,500 feet)** – This gives you a window into a previously unknown reality: What is actually happening in the field. A Field Study includes ride-along’s with salespeople and managers to gather information and assess execution via live observation of actual sales interactions and coaching conversations.
5. **Customers (0 feet)** – A Customer Insights Survey reveals what customers think about your sales organization. The survey collects information, via new interviews or from data you may have already collected, about ways in which the sales force is or is not meeting customer expectations.

Rapid Analysis gives you confidence that you are addressing all of the issues that impact strategic sales execution, and that the actions you take will have a positive impact on your strategy and, ultimately, the business.

Continue the process of bringing certainty to uncertain times. Create a clear line of sight between where you are now and the strategic people, processes, capabilities, communication, and technology needed to get you where you want to be. Advantage SalesOptimization.

