

A framework to maximize your sales strategy

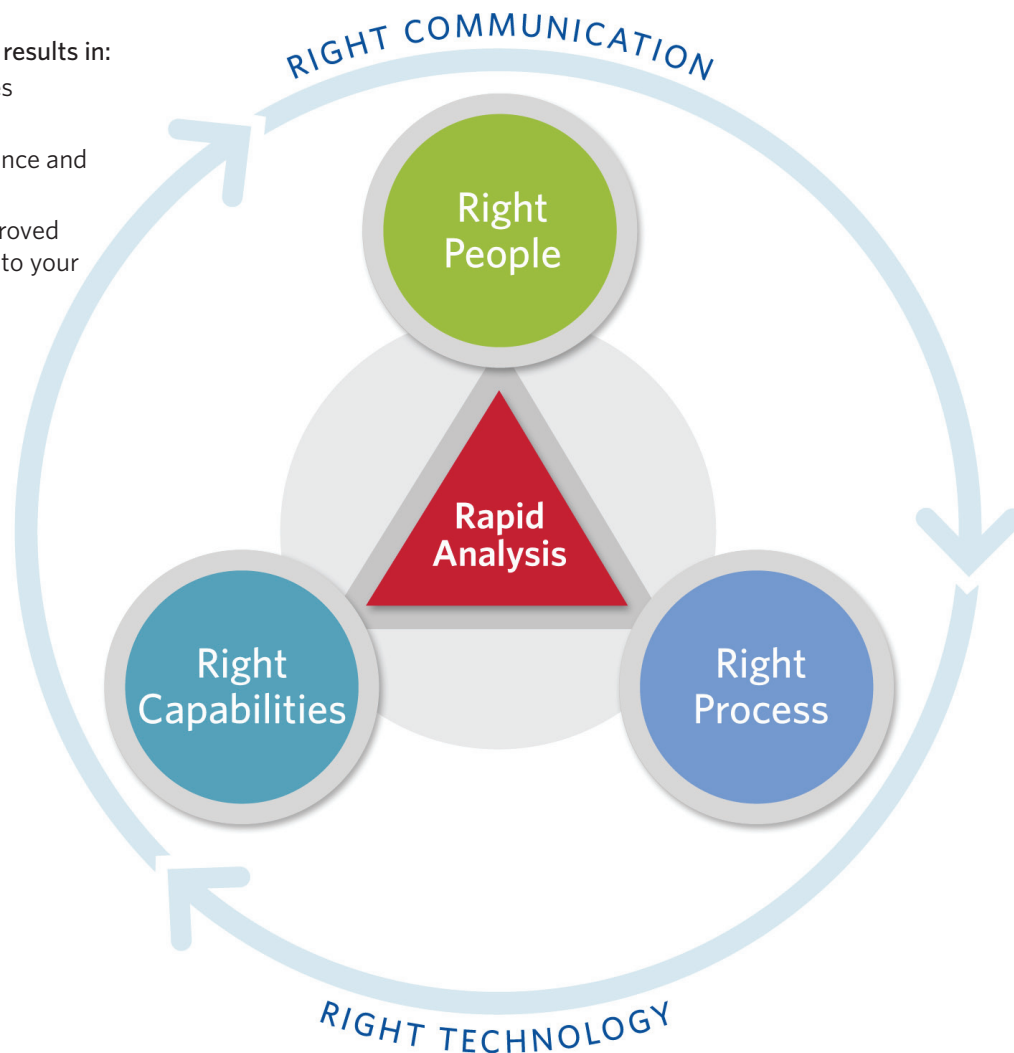
WE HELP YOU START WITH THE END IN MIND.

Optimizing a sales force hinges on a finite number of variables. This insight forms the foundation of the Advantage SalesOptimization framework. Our approach addresses your sales organization as a whole, creating 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 serves as both architect and builder of a comprehensive system that tells you which salespeople fit which roles, gives leaders a cadence process for guiding performance, and provides the entire sales force with the skill development and tools they need to optimize results. Everyone in the organization is held accountable for selling to business needs, aligning with the way customers buy, and achieving your strategic initiatives. As a result, your entire sales team sells at the optimal level your market demands.

SalesOptimization results in:

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



Advantage SalesOptimization

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Rapid Analysis

Define gaps and strengths to achieve strategic advantage.

Rapid Analysis reveals where your sales organization is now by assessing sales strategy, goals, customer perceptions, competition, talent, market forces, skills, alignment, and more. We start at the 30,000-foot level and work our way down to the ground. Rapid Analysis identifies gaps and prioritizes what to tackle first in order to accelerate the sales strategy. It also uncovers existing strengths you can better leverage.

Right People

Get the right people on the bus.

To execute your strategy, you need the right sales people in the right roles. To scale effectively, you need a structure for building talent over the next 3-5 years. We provide both. We help you align the right people with the right roles and provide a roadmap for their continued development.

Right Capabilities

Boost the team's ability to sell.

Markets have evolved and so have customer expectations. SalesOptimization provides learning that enables sales forces to understand customers on a deeper level, create business impact, communicate value in customers' terms, manage accounts strategically, and coach to optimize performance.

Right Process

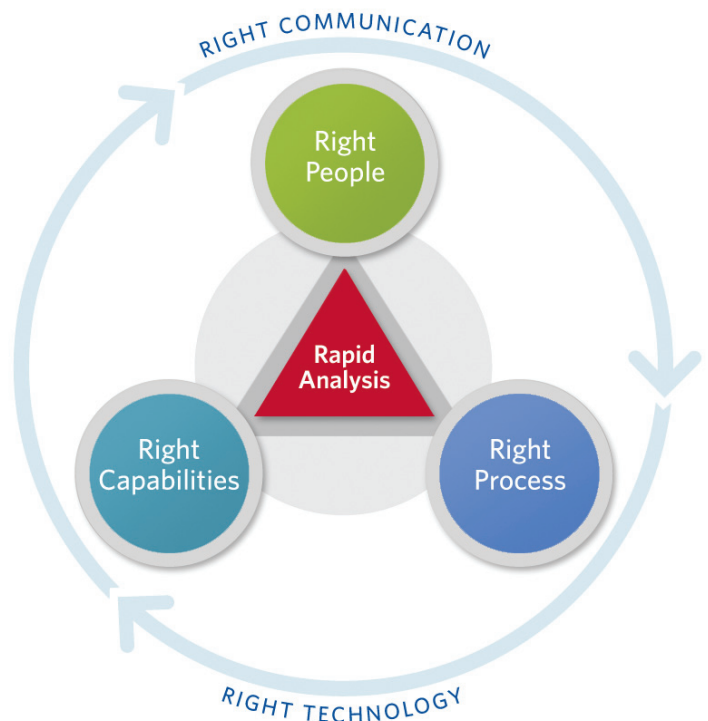
Create rhythm and synchronicity.

The success of optimizing a sales force hinges on sales management. Our custom Sales Leadership Cadence gives sales leaders a concise and consistent structure in which to conduct sales activities, set expectations, coach, monitor results, and evaluate sales effectiveness. Creating synchronicity is key. We also work with you to design and deploy a Buying/Selling Roadmap to ensure that your sales process is in lockstep with your customers' buying process.

Right Communication

Leaders walk the talk.

When everyone understands and supports the why, the what, and the how of your sales strategy, you're better able to deliver results internally as well as to your customers. We ensure that compelling and consistent messages from leaders unify the sales force around your company's goals and strategy.



Right Technology

Integrate sales enablement tools.

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