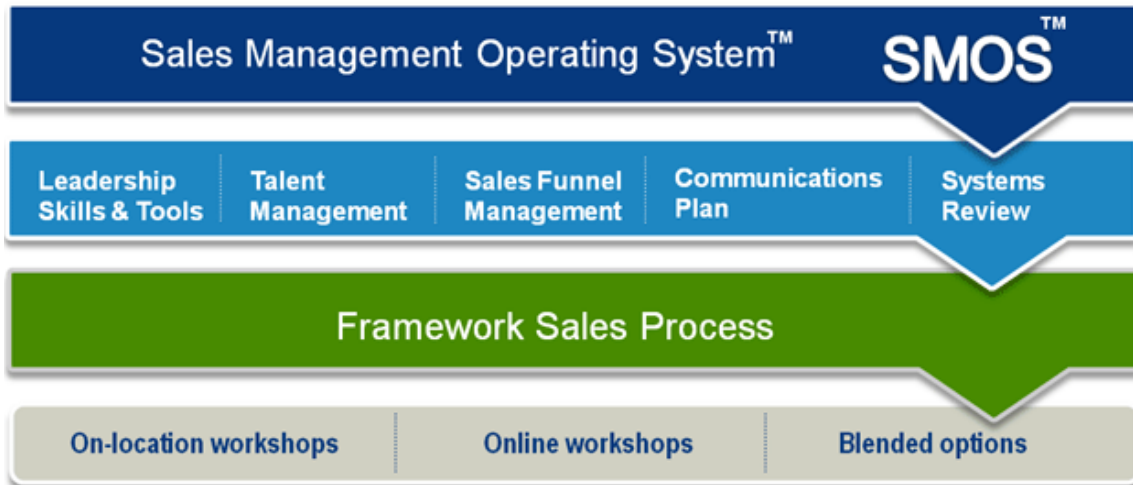


Sales Management Operating SystemTM



Protecting key customers is more important today than ever. Front-line sales leaders are the key to profitable, sustainable sales and scaling the sales organization.

You can empower your sales leaders and build execution of your sales revenue strategy by developing a company-specific *Sales Management Operating SystemTM (SMOSTM)*. Our exclusive **SMOSTM** is a collection of proven management tools, processes and knowledge that empowers front-line sales leaders to lead their teams with objectivity, consistency and passion. You get the system you need to grow sales, proactively respond to changing market conditions and fine tune your sales revenue process in real time.

The *Sales Management Operating SystemTM* overlays new or existing sales processes and provides your sales leaders with all the tools they need to build an opportunity-focused, self-renewing selling organization.

Sales leaders elevate individual and team performance by moving from a managerial “*feel for the game*” to a system that promotes a workable balance among creativity, organization and more rigorous, data driven decision making.

A Strategic Approach To Managing Your Sales Organization

A successful strategy for managing a superior selling organization includes six essential elements: (1) leadership skills and tools, (2) talent development, (3) credible sales funnel management, (4) a plan for effective communications, (5) a mechanism for continuous organizational improvement, and (6) flexible learning options.

- **Leadership Skills and Tools:** The **SMOS™** provides sales leaders with disciplined performance standards, metrics and accountabilities for all job positions and sales activities. Leaders learn to role model and to inspire their teams by creating, organizing and implementing departmental initiatives, communicating to, coaching and inspiring sales professionals, objectively measuring and assessing performance and setting individual and team goals.
- **Talent Development:** The **SMOS™** arms your sales leaders with tools and process to attract and develop sales and leadership talent that fits your culture. Our statistically validated hiring and promotion profiles allow managers to get the right people on the bus, sitting in the right seats and doing work that best utilizes their innate talents. Managers use a validated tool to predict job performance success and to coach superior performance from all team members.
- **Sales Funnel Management:** A credible sales pipeline is crucial for consistent accuracy in forecasting and profitable sales revenue. Our approach to sales funnel management eliminates the guesswork, hope and wishful thinking that usually accompanies pipeline analysis. Front-line sales leaders focus their teams only on bona fide, profitable sales opportunities that support your strategic objectives.
- **Communications Plan:** An effective communications plan keeps all parts of the organization informed and aligned with the company's sales revenue strategy. Your sales leaders use a consistent approach to communicating upstream, downstream and across the entire organization. Consistency in theme, tone and format reduces wasted energy and focuses everyone on generating profitable revenue.
- **Systems Review:** To protect your investment in a great selling organization, the **SMOS™** includes a unique quality assurance methodology that ensures the continuous monitoring of systems and process adoption. All **SMOS™** components are reviewed regularly, and front-line sales leaders work "on" your business while they *do* business. **Systems Review** promotes a self-renewing sales organization that responds to changing markets as rapidly as markets change.
- **Flexible Learning Options:** To accommodate limited time and budget constraints, all of our workshops and seminars are offered on-location, in e-learning formats and in blended environments which may include classroom sessions and e-learning modules. You decide when and how your teams advance and reinforce their skills.