

"If you pit a good performer against a bad system, the system will win almost every time. We spend too much of our time fixing people who are not broken, and not enough time fixing organization systems that are broken. All too often management relies on individual or team heroics to overcome fundamentally flawed processes."

- Geary Rummler
Improving Performance

"Work on those processes which will help you create and keep customers. Then, by focusing on key business processes, one is already implicitly hearing the voice of the customer."

- Theodore Levitt
Marketing Imagination



How Do We Raise the Bar?

How Do We Improve Sales Performance?

How Do We Establish a Framework for Sales Excellence?

These are questions every sales executive asks at one time or another. Indeed, raising the bar is not easy, and yet it must be done if we are to compete in today's ever changing marketplace.

In selling, process is key. Superior selling organizations clearly define and document their sales process to ensure everyone understands the most promising paths to success, and then execute against them. They are systems-centered in the way they execute their go-to-market strategies and plans. They train their salespeople to be process thinkers.

Yet, we estimate that 90% of selling organizations today have not documented their sales process.

Most have not stepped back to assess how they want to sell, or examined in-depth how the customer buys.

It's a shame.

So, What is SalesMapsm?

The SalesMapsm Design Process is a highly interactive and engaging set of activities to help your sales team define their best go-to-market practices, and then document them as your organization's framework for selling excellence

How SalesMapsm Works

We begin by first interviewing members of your Senior Leadership team to understand your vision, the direction for your organization, the competitive challenges ahead, and what business issues the sales force is facing.

We then assist you to select master sellers, a process champion, and support team members whose insights and experiences will be used to shape the initial process map. This team

will then participate in a highly interactive, fun, two-day design event to capture their views on customer expectations, and identify the best practices used most consistently to achieve sales objectives while exceeding customer requirements. A preliminary model is then prepared that reflects those best practices.

What Other Organizations Are Saying

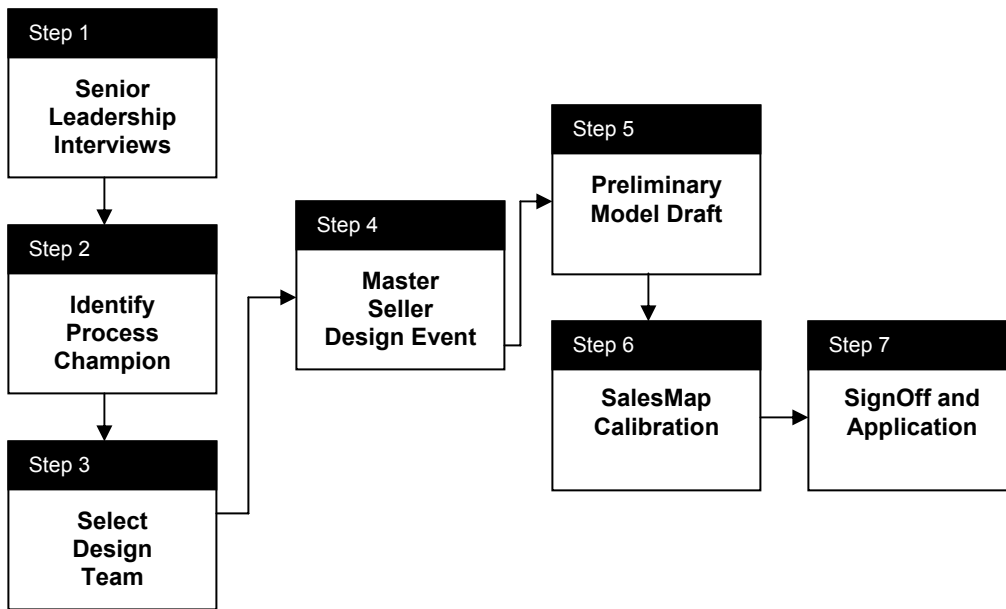
Mapping the sales process was an awesome experience. It challenged us to think critically, to understand our best practices, and to motivate ourselves on how to move to the next level.

We finalize the SalesMapsm by calibrating and testing the sales methodology with the design team and other sales professionals who were not involved in the design. This ensures understanding and buy-in across your selling team, and

allows us to "clean" the model to ensure it aligns with your direction and future plans.

Sign-off and application follows, with roll-out to your organization dependent on your specific strategies.

Key Process Steps



METHODOLOGY

SalesMapsm is a highly interactive process, designed to maximize the involvement of your master sellers and support team. In this exciting process, participants engage in a variety of carefully designed activities. They:

- **Acquire** key concepts about the SalesMapsm process by facilitator led discussion and presentation
- **Challenge** your existing selling practices by working in teams, defining the key activities, tasks, and observable outcomes of each key step
- **Participate** in large and small group discussions to share experiences of what works well and strategize on the tools and resources needed to succeed
- **Apply** the process by using the map as the focus for assessing every sales cycle, and determine where improvements can be made.

TARGET POPULATION

Any organization who wants to significantly improve their selling behaviors, and establish a framework of sales excellence.

BENEFITS

The benefits of the SalesMapsm Process are many:

- Guides new people by communicating expectations on how your organization sells and satisfies customer requirements.
- Helps managers coach a salesperson and track performance at each step of the process.
- Provides focus for hiring by allowing an interviewer to identify behaviors a candidate possesses that aligns with your selling process.
- Helps managers and salespeople identify training requirements by studying where in the process they are strong and where there is opportunity for improvement.
- Provides a framework for customizing your unique SFA (Sales Force Automation) solution.
- Establishes a foundation to continually improve all processes that deliver results to customers.
- Provides a road map of "Best Practices" to enable each salesperson and sales team to WIN
- Establishes a common language for selling.

For more information on how SalesMapsm can dramatically impact your organization, please contact:

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