



Sales Readiness Group

Performance Management Solutions

SALES EFFECTIVENESS SOLUTIONS

Sales Readiness Group has a proven track record of helping companies achieve peak sales performance by developing and implementing high performance sales management systems. Our solutions are effective, actionable and rapidly yield quantifiable results for sales organizations. We help companies create the necessary sales infrastructure to support significant future growth.

The **Performance Management** solution begins with a thorough understanding of your current sales organization, sales methodology, sales and business goals, sales cycle, product/service offering, customer base, and competitive landscape. Our performance management systems are based on developing clearly defined sales processes that enable a sales team to be more productive and scale rapidly.

Sales Readiness Group focuses on improving sales force accountability and driving productivity by establishing and measuring key sales metrics. In many cases sales organizations are overwhelmed by too many sales metrics, particularly with the widespread adoption of sales force automation software. Defining and carefully tracking a limited number of highly relevant sales metrics increases the manageability and productivity of the sales process.

In addition to sales metrics, we help companies significantly improve sales performance by developing efficient sales pipeline methodologies. A sales pipeline with clearly defined stages can dramatically improve opportunity management as well as sales forecasting. Another critical component of performance management we help deploy is highly actionable sales reporting systems that promote visibility to sales goals and achievements.

Based on our extensive sales force management experience, we work closely with our clients to:

- Clearly define the sales process
- Implement consistent qualification criteria for new business opportunities
- Implement target account programs
- Develop sales metrics that ensure sales force accountability and productivity
- Create sales pipeline management systems that produce accurate sales forecasts
- Establish sales quotas that align individuals with corporate goals
- Implement a territory management system
- Implement daily, weekly and monthly sales reporting systems

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

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