



Sales Readiness Group

Sales Readiness Assessment

SALES EFFECTIVENESS SOLUTIONS

Sales Readiness Group brings years of experience working with sales organizations to identify areas of improvement and prioritize actionable recommendations for your unique situation. The Sales Readiness Assessment is a rapid, comprehensive evaluation of your readiness to meet your sales objectives followed by actionable, prioritized recommendations how to improve sales productivity. Sales organizations facing sales challenges such as missed sales goals, low sales force productivity, scaling a sales organization to the next level, long sales cycles and more can benefit from the comprehensive review and recommendations of the Sales Readiness Assessment.

The **Sales Readiness Assessment** is a proven methodology that begins with onsite and follow up “as-is” analysis of your sales organization, working closely with your senior management team to provide an objective assessment of the key drivers of sales organization productivity. We then develop a prioritized action plan and recommendations for the management team with the goal of improving sales performance in the most critical key drivers.

Customer Acquisition Strategy

- Target Account Identification
- Lead Generation/Qualification
- Value Proposition and Points of Differentiation
- Pricing
- Competitive Landscape

Sales Methodology

- Inside Sales
- Direct Sales
- Channel Sales
- Account Management
- Prospect Qualification
- Sales Process

High Impact Sales Tools

- Phone and Email Scripts
- Sales Collateral
- Overcoming Objections
- Proposals
- RFP Responses
- CRM

Performance Management System

- Sales Goals
- Opportunity Management
- Sales Forecasting
- Quota Assignments
- Metrics
- Reporting

Organization/People

- Roles and Responsibilities
- Skills & Experience Levels
- Job Descriptions
- Compensation & Incentive Plans
- Staffing & Hiring Plans

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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