



Investment Sales Analysis

Whether you are buying or selling a business, the due diligence process of understanding a company's strengths and weaknesses is critical prior to investment or sale. Sales Xceleration's Investment Sales AnalysisSM (ISA) service provides an in-depth evaluation of 16 key sales drivers to determine current sales infrastructure, and identify the business's buy-cycle stage based on actual revenue.

Eliminate Surprises:

Sales Xceleration's Investment Sales Analysis empowers business owners and investors with an objective evaluation of key sales infrastructure components - disclosing how exposed a business is to experience leading or lagging sales growth.

Common Surprises Include:

- ▶ A company can't scale according to projections / expectations
- ▶ Uncovering the sales group isn't capable of achieving desired results
- ▶ Building projections around the current book of business and sales pipeline to find it's not suitable to support the purchase
- ▶ Not having clear line of sight into how sales is adversely affecting business operations
- ▶ Determining an inefficient sales system won't allow the company to be ready for purchase or acquisition

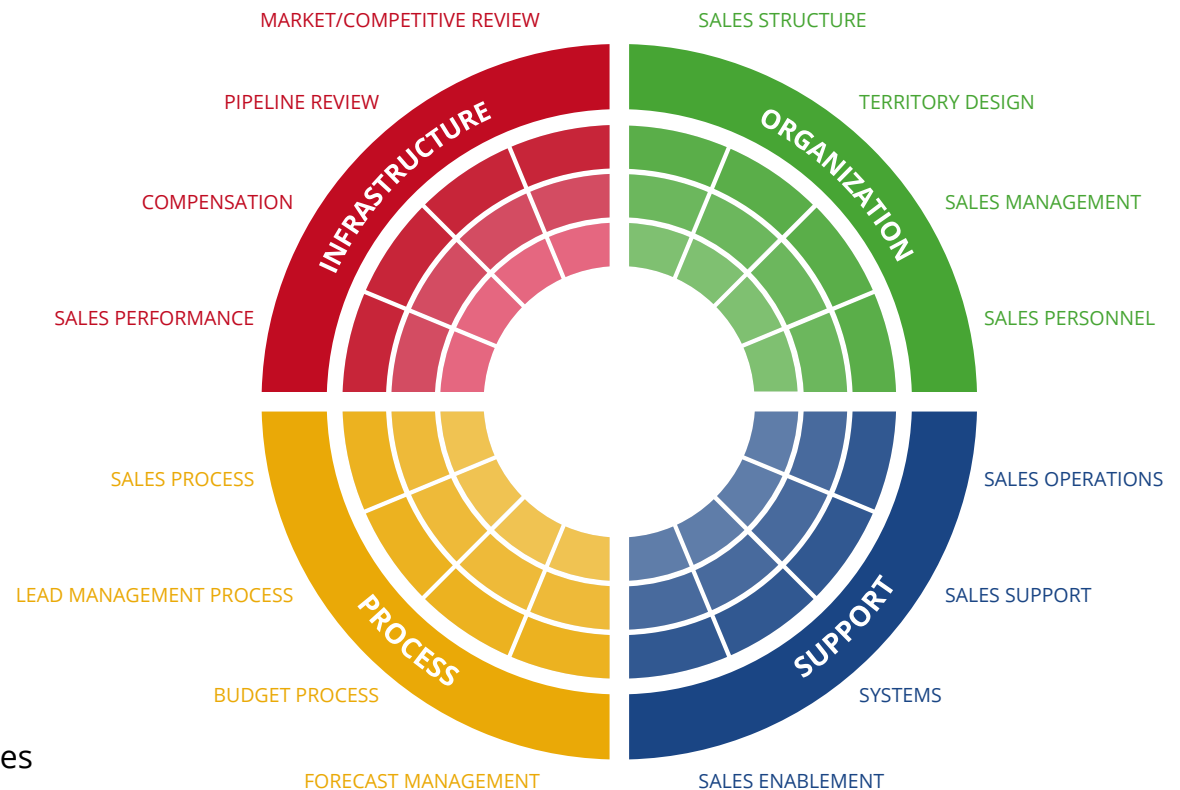
Companies Move Forward With Investment Sales Analysis to:

- ▶ Uncover hidden "hurdles" not typically found via the traditional due diligence process
- ▶ Gain insight from the nation's most experienced VPs of Sales
- ▶ Decipher between typically arbitrary/optimistic opinions on existing revenue base and future opportunity pipeline - verify what is factual
- ▶ Assess the % likelihood of closing new business as reported in the pipeline
- ▶ Strengthen negotiating position
- ▶ Ascertain opportunities for sales growth
- ▶ Acquire deeper sales analysis to assist in making a decision on whether an investment is sound



Investment Sales Analysis is Composed of the Following:

- ▶ A graphical “heat map” of the current status of 16 critical sales drivers
- ▶ An executive summary with expert recommendations on investment risk and opportunity
- ▶ A detailed breakdown of the critical sales drivers



Why Sales Xceleration?

As experts in creating sales teams, implementing sales infrastructure and breaking all-time sales records in SMB, Sales Xceleration leads the industry in analyzing a business’s growth trajectory.

Contact us today at **603.762.3710**

