



## On-Site Sales Discovery

is a comprehensive evaluation  
of your readiness to meet your

sales objectives followed by actionable, prioritized  
recommendations to improve sales productivity.

## Why do our clients choose to have an On-Site Sales Discovery?

Each of our clients wants their sales organization to be better, but they often lack the experience, time and resources to do so. Regardless of the business pain, our clients are seeking help to understand the nature of the problem and how to improve.

### They all experience some of the following common sales business pains:

- ▶ Inconsistent ability to “make the numbers”
- ▶ Lack of a formal sales process
- ▶ High turnover of sales personnel or inability to find the best salespeople
- ▶ Inability to penetrate new markets or introduce new products to existing markets
- ▶ Not effectively being able to articulate the value proposition, solution or service
- ▶ An inefficient sales team structure
- ▶ The inability to accurately forecast future sales
- ▶ A compensation plan that doesn't result in the desired behavior
- ▶ Inability to track activity and crucial client information
- ▶ Sales leadership lacks the ability to coach and fine tune sales performance



On-site Sales Discovery is based on a proven methodology, 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 on how to improve the sales performance of your organization.

On-site Sales Discovery evaluates the following key drivers of sales effectiveness:



### Sales Strategy

- ▶ Industry positioning
- ▶ Competitive landscape
- ▶ Value proposition and points of differentiation



### Sales Methodology

- ▶ Sales coverage
- ▶ Sales process
- ▶ Customer relationship management



### Sales Analysis

- ▶ Sales goals and quotas
- ▶ Metrics, reporting and dashboards
- ▶ Compensation and incentive plan



### Sales Organization

- ▶ Sales Training
- ▶ Staffing and hiring plans
- ▶ Defined roles and responsibilities

Want to learn more about how the proven sales systems from Sales Xceleration can help small- to medium-sized businesses achieve new levels of success?

Contact us today at **603.762.3710**

[SalesXceleration.com](http://SalesXceleration.com)



**SALES  
XCELERATION**  
STRATEGY | PROCESS | EXECUTION