

Sales Optimization

\$2,500

What you get:

- ✓ Forecast & pipeline 'reality check' analysis
- ✓ Lead qualification and management process
- ✓ Sales approach, cycle and process alignment
- ✓ Sales team strength / weakness assessment
- ✓ Actionable information -- 4 to 6 page findings and recommendations report

Sales Tool Kit Revitalization

\$2,500

What you get:

- ✓ Objective messaging and competitive positioning assessment
- ✓ Ideal target prospect 'persona' profiles (2)
- ✓ Presentation materials assessment
- ✓ Sales kit materials review
- ✓ Website content and usability assessment
- ✓ Actionable information -- 4 to 6 page findings and recommendations report

Win / Loss Analysis

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You may think you know why your customers buy from you, but you probably don't get the real inside story about why a prospect didn't choose you. But they'll usually tell an objective, non-involved third party the real reasons they did or didn't buy, and if they're still happy with the decision or suffering buyers' remorse.

What you get:

- ✓ Customized survey based on your criteria
- ✓ Interview results from up to 4 wins / losses within the past 6 mos. to a year
- ✓ Actionable information -- 4 to 6 page recommendations report, including any indicators for possible upsell or revisit sales opportunities