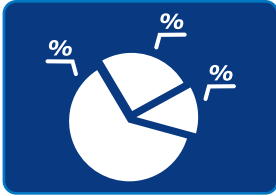


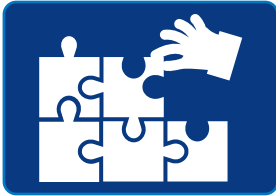


Sales Diagnostic Outline



THE NUMBERS

- ▶ Revenue Goals by area
- ▶ Best categories or industries
- ▶ Average order size
- ▶ Key Account Level



THE BUSINESS

- ▶ Problems We Solve
- ▶ Common Objections
- ▶ Reason for Being
- ▶ Elevator Speech
- ▶ Top competitors and how you compare



YOUR PROCESS

- ▶ Performance review process
- ▶ Sales Structure
- ▶ Job Roles
- ▶ Ideal Prospect Profile
- ▶ Decision-Making Process
- ▶ Valid Business Reasons
- ▶ Sales Process
- ▶ Key Sales Collateral



YOUR PRICING

- ▶ Standard pricing
- ▶ Negotiating points
- ▶ When do you discount



YOUR METRICS

- ▶ Performance Measures
- ▶ Leading Indicators
- ▶ Compensation Plans



YOUR SERVICE

- ▶ Service team
- ▶ Onboarding a new client