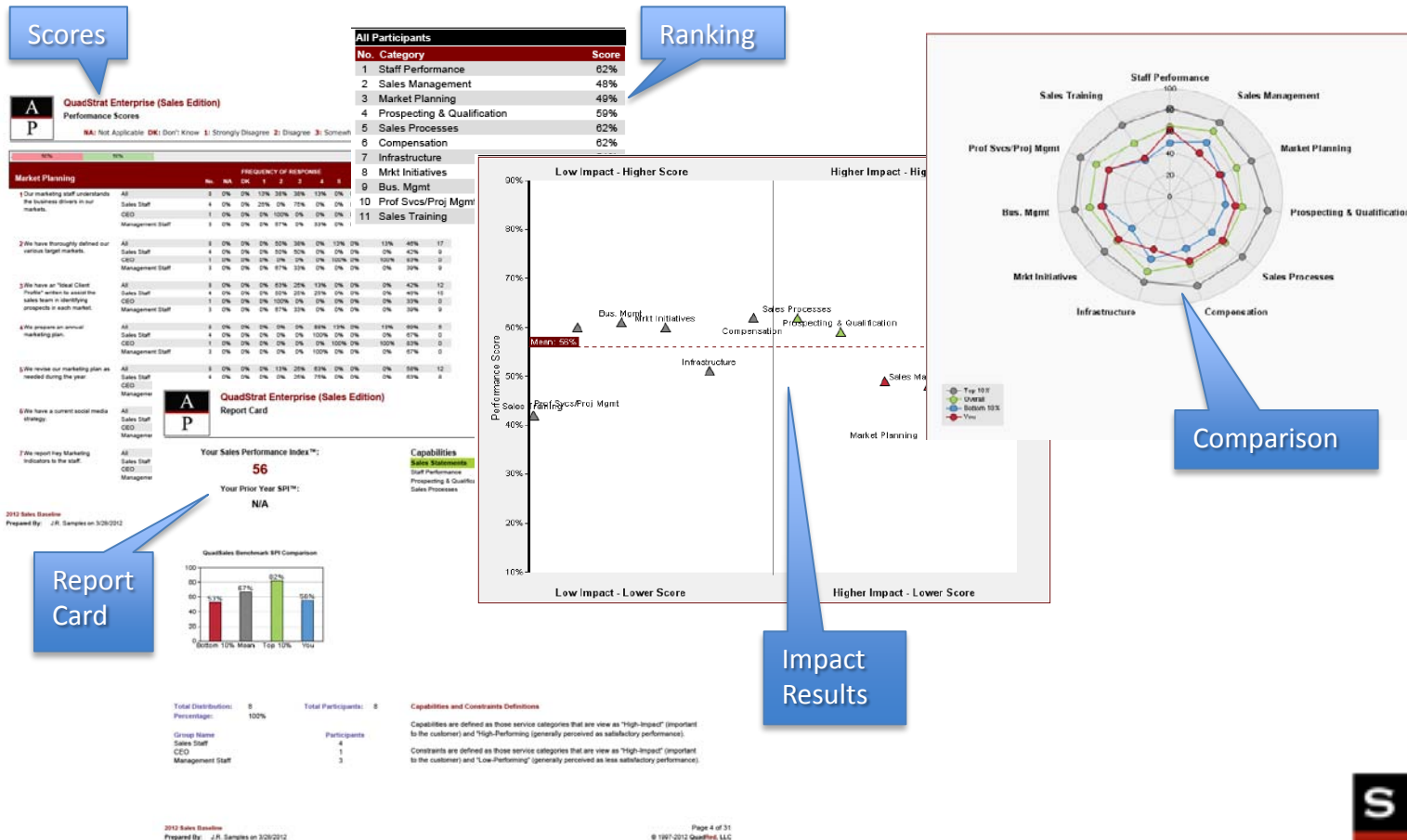


S A L E S
BASELINE

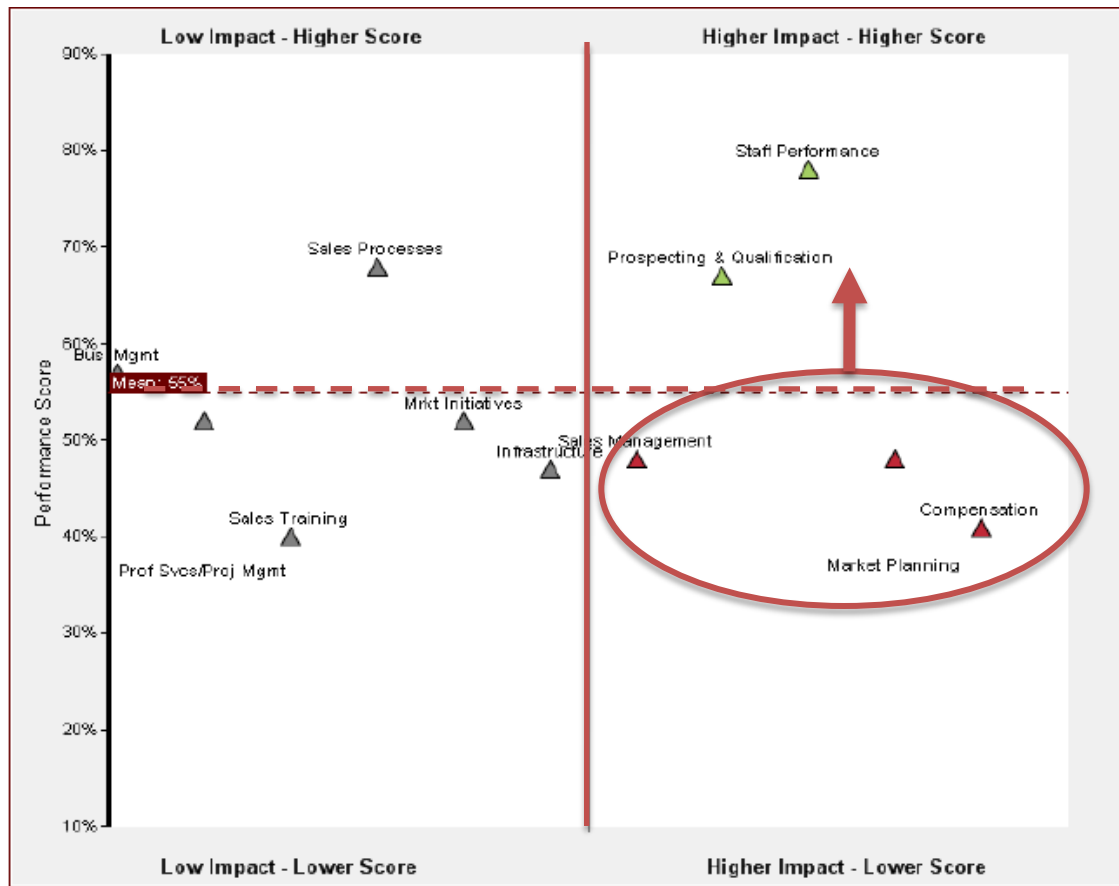
Sales Baseline Assessment

Sales Baseline Advisor

Sales Baseline Assessment Process



Example Reports



- Objective
 - ✧ Increase scores of High Impact-Low Score categories

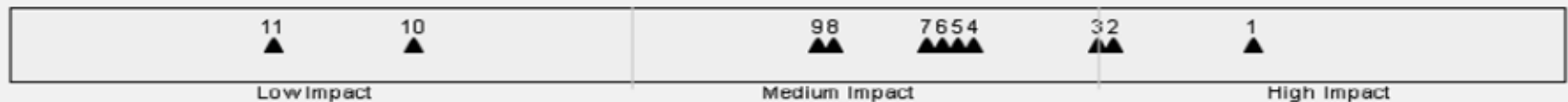
Degree Of Impact Results

Sales Statements



All Participants		
No.	Category	Score
1	Staff Performance	62%
2	Sales Management	48%
3	Market Planning	40%
4	Prospecting & Qualification	50%
5	Sales Processes	62%
6	Compensation	62%
7	Infrastructure	51%
8	Mrkt Initiatives	60%
9	Bus. Mgmt	61%
10	Prof Svcs/Proj Mgmt	60%
11	Sales Training	42%

This chart illustrates the actual spacing of the elements on the Impact axis.



Performance Scores

NA: Not Applicable DK: Don't Know 1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Somewhat Agree 5: Agree 6: Strongly Agree

		50%		50%		Not Applicable		Don't Know		Disagree		Agree				
Market Planning		No.	NA	DK	FREQUENCY OF RESPONSE						Post. Score	Mean Score	Std. Dev.	Mean Score	Std. Dev.	
					1	2	3	4	5	6						
1 Our marketing staff understands the business drivers in our markets.	All	8	0%	0%	13%	38%	38%	13%	0%	0%	0%	42%	15	All	49%	17
	Sales Staff	4	0%	0%	25%	0%	75%	0%	0%	0%	0%	42%	16	Sales Staff	48%	16
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0	CEO	55%	22
	Management Staff	3	0%	0%	0%	67%	0%	33%	0%	0%	0%	44%	19	Management S...	49%	16
2 We have thoroughly defined our various target markets.	All	8	0%	0%	0%	50%	38%	0%	13%	0%	13%	46%	17			
	Sales Staff	4	0%	0%	0%	50%	50%	0%	0%	0%	0%	42%	9			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9			
3 We have an "Ideal Client Profile" written to assist the sales team in identifying prospects in each market.	All	8	0%	0%	0%	63%	25%	13%				42%	12			
	Sales Staff	4	0%	0%	0%	50%	25%	25%				48%	15			
	CEO	1	0%	0%	0%	100%	0%	0%				0%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%				42%	9			
4 We prepare an annual marketing plan.	All	8	0%	0%	0%	0%	0%	88%	0%	0%	0%	69%	5			
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
5 We revise our marketing plan as needed during the year.	All	8	0%	0%	0%	13%	25%	63%	0%	0%	0%	58%	12			
	Sales Staff	4	0%	0%	0%	0%	25%	75%	0%	0%	0%	63%	8			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	33%	33%	33%	0%	0%	0%	50%	16			
6 We have a current social media strategy.	All	8	0%	0%	0%	13%	13%	63%	13%	0%	13%	63%				
	Sales Staff	4	0%	0%	0%	25%	25%	50%	0%	0%	0%	54%				
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%				
	Management Staff	3	0%	0%	0%	0%	0%	67%	33%	0%	33%	72%				
7 We report Key Marketing Indicators to the staff.	All	8	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Sales Staff	4	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			

Measures Disagreement Measures Agreement

Measures Alignment

Measures Satisfaction

Power of Sales Baseline

65 Our Sales Management has the right amount of prospect-facing involvement in our sales efforts.

All	8	0%	0%	13%	25%	13%	13%	38%	0%	38%	56%	26
Sales Staff	4	0%	0%	25%	50%	25%	0%	0%	0%	0%	33%	13
CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0
Management Staff	3	0%	0%	0%	0%	0%	33%	67%	0%	67%	78%	9

- Mean = 56%
- Std. Dev = 26
- CEO and Management See this issue very differently than the Sales Staff
- Opportunity
 - ✧ Discussions perceptions and expectations
 - ✧ Take action that is deemed appropriate to increase sales