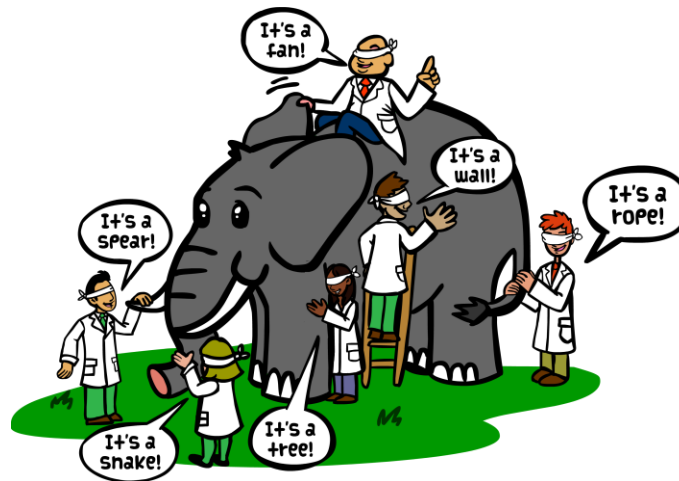


Why a Sales Baseline?

Any chance your sales and marketing organization is perceived by department stakeholders differently? Does it sometimes feel different groups (Senior Leadership, Sales Management, Field Sales, Marketing, Product Management, or Customer Service) are pulling and driving in different directions – perhaps not with any ill-intent but from single-minded focus? Sales Baseline allows the view of each stakeholder to be heard and thus results in a clear and cohesive understanding of where you are and where you are going – together – and quickly!



As executives, moving fast and decisively, we are prone to making assumptions about what is going on within our industry and within our organization. Tapping into the knowledge and perspective of our employees unleashes ideas and awareness we otherwise cannot leverage. The reality is we can't know everything that is happening and we do need some type of diagnostic tool and regular methodology to collect critical data, in constructive methods, to keep the team moving forward together.

Good news always has a way of finding us but we know it is awareness of troubling issues that can eliminate problematic surprises. Asking your staff for their input sends a positive message that their opinions are important and valued. We consider this process setting a “baseline” – getting your team's perspective on what's working and what's important. The result is an Organizational Sales Performance Index (SPI) that is a reflection of key management and staff contributors – not professional consultants who do not know the ends and outs of your organization. Your SPI becomes a baseline for measuring results going forward, and you are also provided industry SPI benchmarks for comparative purposes.

Perhaps the single greatest result of going through an arm's length assessment with a team's staff is the dialogue that is created. People begin applying Covey's Habit of “first seek to understand and then be understood.” The conversations that derive from these results can truly be life-changing and transforming for the organization and people. Suddenly there is a new spirit, a new cohesiveness unlike anyone has previously experienced and which unresolved could frustrate people to the point of turnover. I like the analogy of the blind men investigating an elephant as it so often applies to the pace of business today.

P.S. We actually find it is NOT the people who are blind – they see issues VERY clearly! Using the elephant metaphor above, it is the organization that is functioning “blindly”...or at a less-than-optimum speed.