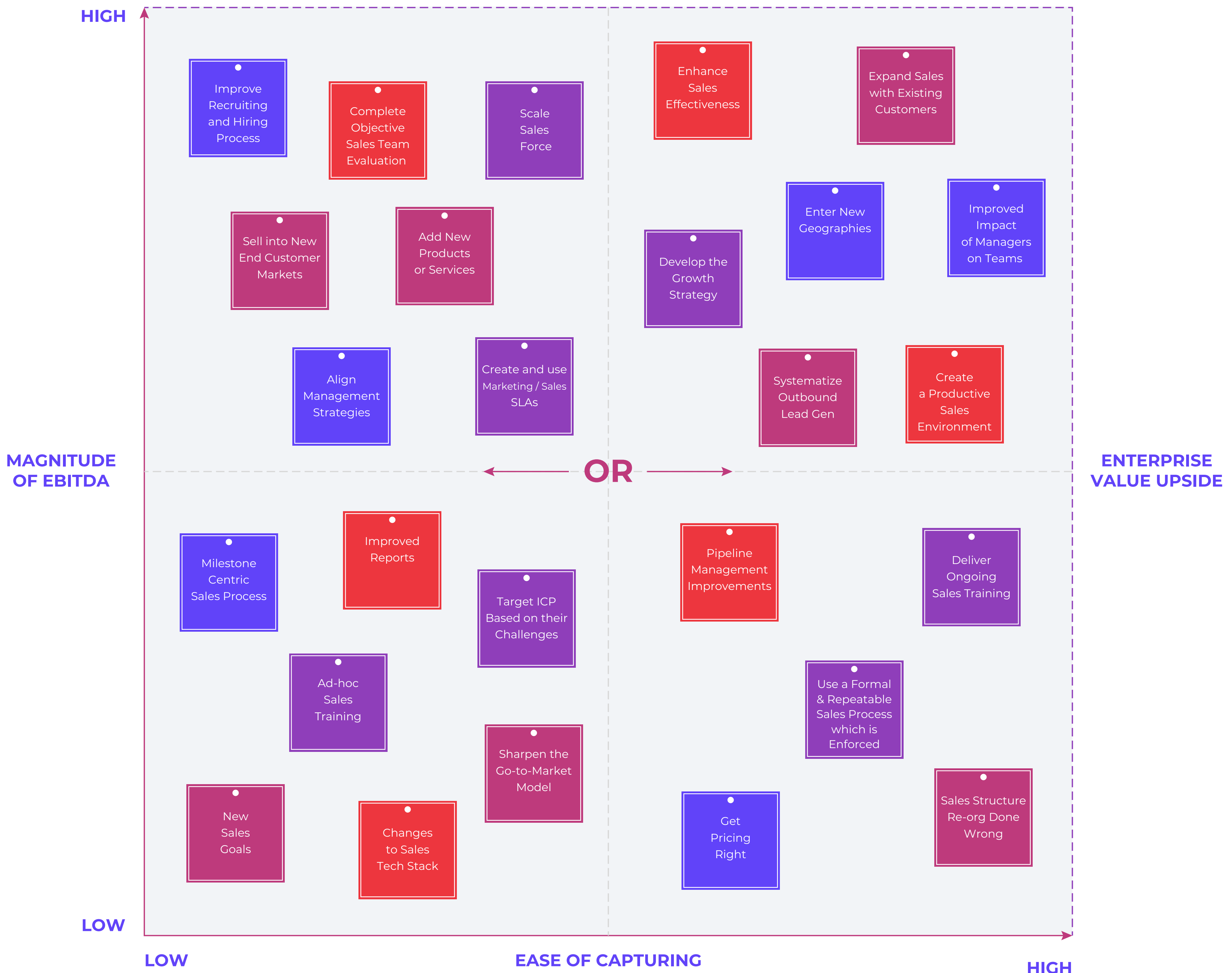


Sales Initiative Prioritization Map



The prioritization of your company's sales initiatives may be the most important decision you make this year to put your company on an accelerated growth path.

The chart below shows an example of the types of initiatives you might consider and then lays them against how difficult they can be to implement.

The takeaway here is initiatives you chart in the lower right corner should probably be avoided as they are hard to implement and provide low economic contribution. Whereas those in the upper left corner may be the easiest to implement and provide the highest economic contribution.

Are you curious, how we would prioritize your initiatives for accelerated growth? Click on one of the buttons at the bottom of this page to connect with us.