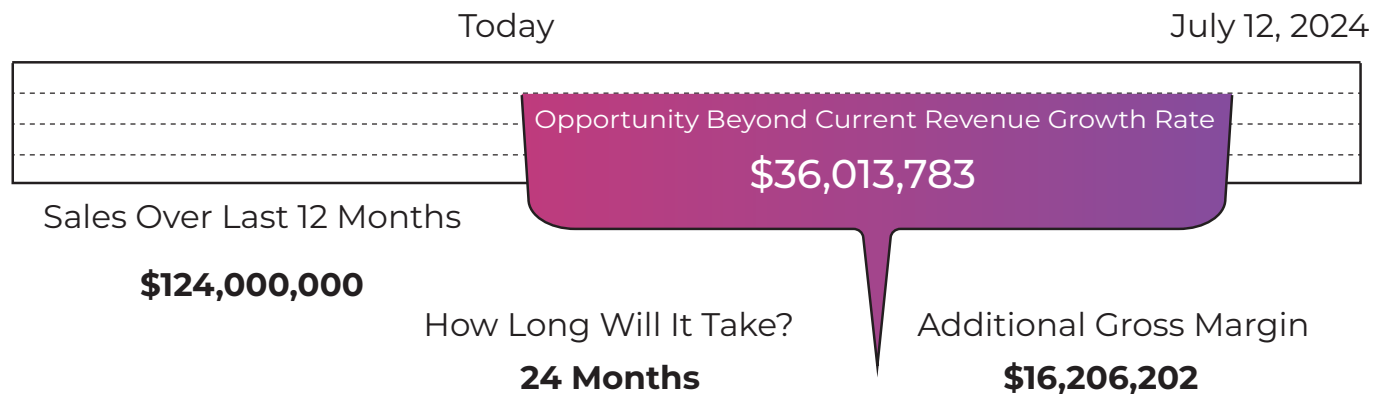


REVENUE ACCELERATION ROADMAP™

No doctor worth his salt would prescribe a course of treatment without a thorough examination of the patient. No path forward in business should be charted without understanding where you are today, how it compares to “the best,” and where you want to go.

We are excited to share your company’s Revenue Acceleration Roadmap™ (RxR) with you as a prescriptive plan to accelerate the effectiveness of your sales team, improve your sales culture and grow your revenues.

Your Sales Force Effectiveness and Improvement Analysis™ (SEIA) revealed the strengths and the most vital areas for improvement. In addition, we evaluated the scope of change, the friction you may receive from the team and how long it will take for you to get there. The chart below illustrates our findings in terms of dollars and time to achieve.



To create a roadmap specifically developed for your company we focused on the questions we are most asked by CEOs who want to feel confident about their sales team’s ability to produce in the future.

The Revenue Acceleration Roadmap™ provides you a holistic actionable plan to prioritize your effectiveness and improvement activities. You will find much more detailed explanations in the Sales Force Effectiveness and Improvement Analysis™ should you want to dive deeper into the analysis. We separate the findings into 3 tiers.

1. Infrastructure and Process
2. People and Skills
3. Training and Development.

As we answer the questions and provide you with action steps for improvement, we are making the recommendations based on how you compare with the best sales organizations in the world. This should not in any way diminish the success you've had, rather it demonstrates a unique opportunity for improvement and an opportunity to accelerate your sales growth.

Question		Answer
Do We Coach Our Salespeople?	✘	Limited Impact
Do We Motivate Our Salespeople?	✘	Limited Impact
Do We Recruit Effectively?	✔	Positive Impact
Do We Hold Our Salespeople Accountable?	✔	Positive Impact
How Does Sales Leadership Impact Our Sales Force?	🚩	Some Impact
Do We Have The Right People In The Right Role?	✔	Mostly
What Are Our Current Sales Capabilities?	🚩	Fair
How Motivated Are Our Salespeople And How Are They Motivated?	✔	Motivation Intrinsic
Why Aren't We Generating More New Businesses?	🚩	Capable After Training
Are We Reaching The Actual Decision Makers?	✘	No
Why Isn't Our Sales Cycle Shorter?	🚩	Capable After Training
Are We Selling Consultatively?	🚩	No
Are We Selling On Price And Who Can Become A Value Seller?	✘	No
Is Our Value Proposition Consistent?	✘	No

Question		Answer
Can We Close More Sales?	🚩	After Training
Do Our Systems And Processes Support A High Performance Sales Organization?	✗	No
Are We Being Consistent With Our Sales Process?	🚩	No
Are We Effectively Leveraging Sales Technology?	✓	Yes
How Well Are Our Sales Leadership Strategies Aligned?	✗	Not Aligned
Do We Need To Change Our Selection Criteria?	✗	Yes
Can We Improve Our Pipeline And Forecasting Accuracy?	🚩	Yes
Is Our Ramp-up Of New Salespeople Fast Enough?	✗	No

The Revenue Acceleration Roadmap™

We appreciate the opportunity to help you understand where your team is and specifically what you can do to bring them to the next level. To that end, here is a consolidated plan to help build a world class sales force in the shortest amount of time and capture the additional **\$36,013,783** in sales over the next 24 months. Further detail can be found in your SEIA.

1. Implement continuous training and development alongside management to improve their Sales DNA and Selling Competencies.

Priorities for sellers identified through the evaluation:

- Doesn't Need Approval
- Supportive Beliefs
- Supportive Buy Cycle™
- Consultative Selling
- Comfortable Discussing Money
- Responsibility
- Selling Value
- Reaching Decision-Makers
- Sales Process
- Qualifying
- Hunting
- Relationship Building
- Closing
- Motivation
- Sales Technology
- Commitment
- Stays in the Moment
- Desire
- Presentation Approach
- Handles Rejection
- Outlook

2. Provide sales management training for effective coaching, motivating, recruiting and sales competencies.

Priorities for managers identified through the evaluation:

- Doesn't Need Approval
- Supportive Beliefs
- Supportive Buy Cycle™
- Motivating
- Closing
- Coaching
- Relationship Building
- Pipeline Management
- Sales Technology
- Comfortable Discussing Money
- Desire
- Accountability
- Team-Focused
- Commitment
- Stays in the Moment
- Recruiting
- Sales Process
- Motivation
- Responsibility
- Outlook

3. Identify the most appropriate traits required for success for your sales coordinators based on their role requirements and implement a parallel training path to that of sales managers and salespeople to influence their Sales DNA and sales skills.

4. Eliminate processes which create friction and are not necessary for the business to succeed and create additional wasted time for sellers.
5. Improve the systems and processes as suggested in the SEIA to set up the sales organization more effectively for success.
6. Improve the existing sales process to a milestone centric sales process with appropriate stages and steps which are matched to the length of the buying cycle.
7. Implement a sales scorecard within your CRM to objectively determine the quality of an opportunity. These can be very simple to start with and you can add complexity as the team adopts the new process.
8. Hold salespeople accountable for providing timely up-to-date pipeline information.
9. Add pipeline-based coaching each daily or weekly.
10. Improve your hiring and onboarding process. A sample of the process our clients use, called the STAR Program™ can be [found here](#).

What's Next?

There are 3 paths our clients normally consider when determining how to implement this plan:

1. Implement solely with internal resources.
2. Use RevHeat for strategic guidance and use internal resources for tactical implementation.
3. Use RevHeat for strategic guidance and implementation support.

As you review the Revenue Acceleration Roadmap, we recommend you consider the following questions to help you determine which path to follow:

- How quickly you need to see results?
- What internal capabilities you have that are not fully maximized?
- What internal expertise you have inside the company?
- What gaps in expertise exist?
- How long will it take to implement?



We appreciate the opportunity to help you understand your sales organization and we are excited to see the implementation of these recommendations and their impact on your sales culture, retention, effectiveness, and sales growth.

Best Wishes,

Ken Lundin, President

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