

ACCOUNTABILITY PARTNERS

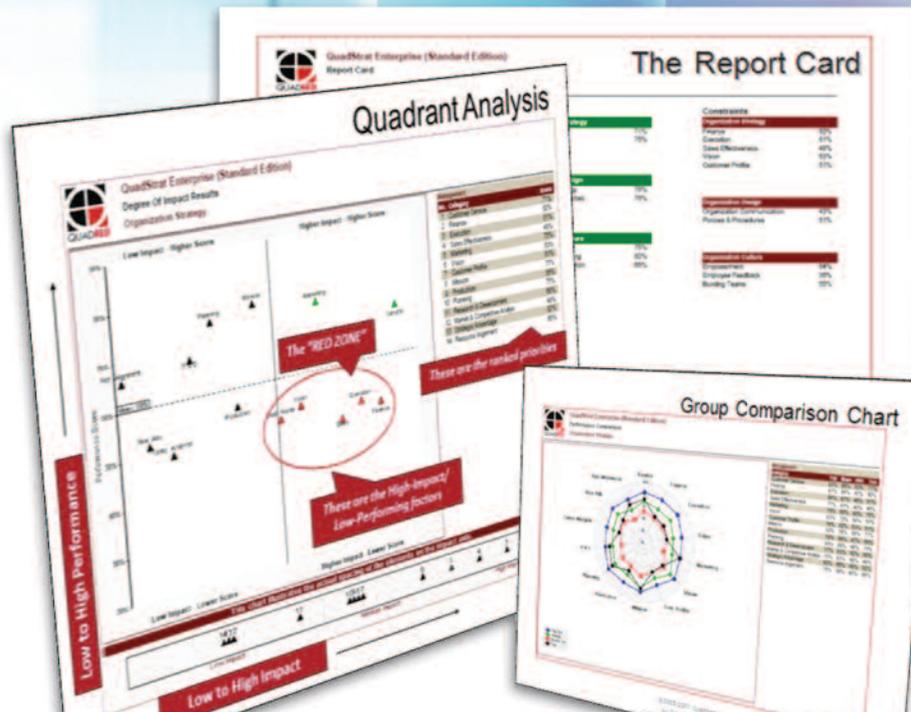
Sales Baseline Assessment

Identify your strengths and constraints, opportunities and risks – and pinpoint areas to start improving.

The Sales Baseline Assessment is your first step towards improving the effectiveness of your sales and marketing organization. It is ideal for analyzing:

- How to remove obstacles to faster growth
- Best ways to launch or expand
- Why sales are flat
- Why new sales reps are failing
- How to align management and employee perceptions

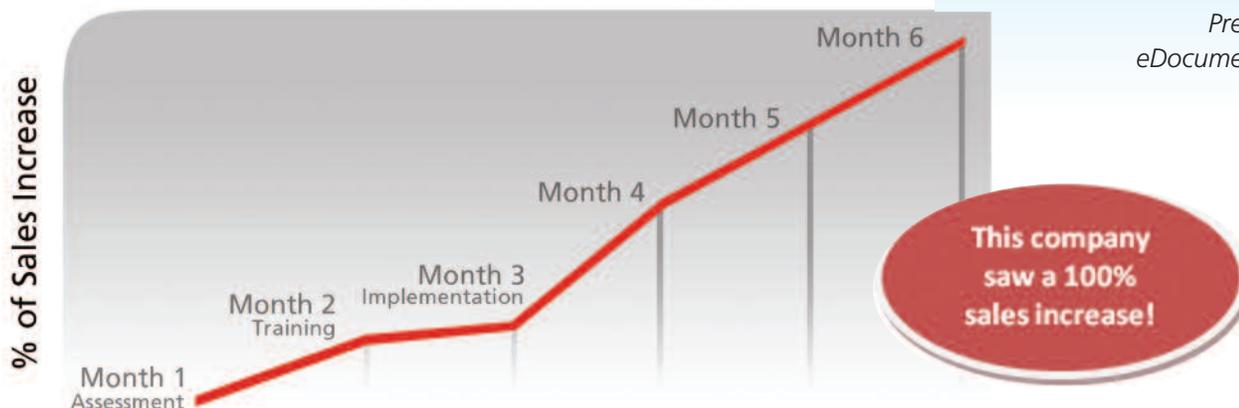
Your Sales Baseline Assessment provides an excellent way to get an outside, unbiased opinion about the areas for immediate sales impact.



"If you want an objective look at your marketing and sales team performance, take the AP Sales and Marketing Effectiveness Assessment. You'll get a scorecard on 11 critical aspects which will enlighten you as to areas holding back revenue gain. It's the best organizational-wide sales and marketing assessment I've used."

Bill Blake
President and COO
eDocument Sciences, LLC

Digital Sign Company Revamps Sales Strategy, Sees Impact in 6 Months





Uncover the top 11 areas limiting your success

1. Market Planning, Process & Tools

We assess the degree of strategic thought, defined processes and integration of marketing within your company culture.

2. Marketing Initiatives

We identify and prioritize your different marketing roles.

3. Prospecting & Qualification

We review your “suspect-finding” process and sales prospecting activities.

4. Sales Process

We assess your firm’s qualification process, and talk about how you turn suspects into clients.

5. Sales Staff Performance & Effectiveness

We measure your sales staff effectiveness.

6. Sales Management Performance & Effectiveness

We assess your sales management effectiveness.

7. Compensation

We determine whether your compensation plans are well-understood, easy to administer, and effective to employee and company alike.

8. Sales & Marketing Infrastructure (Systems & Tools)

We determine whether sales and marketing are supported by the proper business tools.

9. Professional Services (and Project Management)

We assess whether your sales process is aligned to maximize your professional services and project management services.

10. Training & Development

We look at whether the right focus and support is being made to train and develop the sales staff.

11. Business Management

We examine your business management processes to make sure you can accurately measure business success.

Start where you stand

Begin today by understanding where you are and what to prioritize first. While you most likely can anticipate 40% to 50% of the questions, clients typically find immediate benefit from questions they never thought to ask. This process of self-discovery inevitably leads to “Ah ha!” moments. See what you can learn about your business – take the initiative and schedule your assessment today.



Getting Your Sales Baseline Assessment

You complete your assessment online, following a simple set of instructions that we will email to you. The completion time typically ranges from 30 minutes to an hour.

You receive a report full of charts and graphs that are easy to understand, and let you see how your organization compares with others based on best-practices research.

The result is like having an MRI of your sales and marketing systems and processes.

The pricing is affordable, with rates for individuals who want to self-assess, as well as larger organizations that may have dozens of individuals or groups participate.

Sign up to get your Sales Baseline Assessment today!

ACCOUNTABILITY
PARTNERS

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