



## STRATEGY ASSESSMENT, VALIDATION and EVALUATION

Kaiser Companies' Partners use our Strategy Assessment, Validation and Evaluation (SAVE) process to thoroughly analyze our clients existing sales programs, policies and procedures. We seek to understand and answer the following questions:

- Is their opportunity for improvement and change?
- What problems are preventing the organization from improving or changing?
- How long has the organization missed out on opportunities resulting from changing and improving?
- What is it costing the organization?
- What are our recommendations to improve and change?

The questions we ask will be answered in a thorough evaluation. This requires Kaiser Companies to evaluate the strategies used today and verify internal and external data points through our extensive Information Gathering phase of the SAVE process. We will seek information to provide data and information in the following areas:

### EXTERNAL:

1. Industry and Market Research
2. Target Demographics
3. Competitive Analysis
4. Geographies / Territories
5. Customers
6. Prospects

### INTERNAL—ENTERPRISE-WIDE

1. Marketing Strategy
2. Financial Performance Data (Past 3 years)
3. Hiring and Recruiting
4. Non-sales Employee Interviews

### INTERNAL—SALES:

1. Behavioral Profiling
2. Sales Team Member Interviews
3. Job Description Reviews
4. Organizational Culture Analysis
5. Revenue Channel Review
6. Partner Review
7. Performance Data
8. Compensation

Once the Information Gathering phase is completed, Kaiser Companies moves to the Recommendation phase. The final phase is Implementation.