



SALES OPTIMIZATION PROGRAM

The Kaiser Companies Sales Optimization Program utilizes seven steps to thoroughly review, analyze and identify all opportunities that can be changed or improved to provide maximum results. The seven steps are part of our Strategy Assessment, Validation and Evaluation (SAVE) methodology to gather information, make recommendations and then implement solutions. The Sales Optimization Program evaluates:

Sales Personnel

- Optimize locating and recruiting strategies
- Provide and train to use behavior profiling tools
- Employ best interviewing practices

Sales Organization

- Define the optimal performance structure
- Review and interview existing members
- Provide infrastructure recommendations and implement

Sales Training

- Create customized training programs
- Deliver programs and train-the-trainer, when appropriate
- Survey and set measures of accountability

Sales Management

- Define Business Development and Sales Roles
- Provide resource and training

Sales Compensation

- Review programs and impact
- Provide recommendations to drive the right behaviors to positively impact the bottom-line.

Performance Management

- Analyze reporting and tracking
- Implement CRM strategies
- Evaluate performance and close rates against potential revenue opportunities
- Conduct team meetings with sales and marketing
- Provide recommendations for maximizing revenues

Sales Plan and Communication

- Develop optimal sales plan for forthcoming year
- Provide updates to discoveries, actions and accountabilities on a monthly basis with executives
- Facilitate meetings with management and staff to improve revenue performance.

For more information about the Kaiser Companies Sales Optimization Program, contact us at 602.792.6100 or email us at partners@kaisercompanies.com.