



SALES OPTIMIZATION PROGRAM: PERFORMANCE MANAGEMENT

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 Analysis, Validation and Evaluation (SAVE) methodology to gather information, make recommendations and then implement solutions.

Performance Management drives a sales organization to succeed. We provide a close examination of all the factors of performance management including strategy, processes, behaviors and desired outcomes. Assessment of each factor will highlight opportunities and unveil roadblocks. The analysis and discoveries made by our expert partners enables organizations to capitalize on performance improvement strategies.

Kaiser Companies will work with the sales management team to identify the distinctive characteristics and facets of performance management. Our program includes expert analysis and evaluation of:

- Reporting and tracking methodologies
- CRM strategies
- Metrics and data management
- Qualitative and quantitative assessment programs
- Goals and objectives
- Communications and people management strategies

Kaiser Companies will outline and review the processes utilized to manage the entire sales operations. We engage in a thorough review of all existing data collection methods, along with output including lead management, forecasts, pipelines and activities reporting. Our scope includes qualitative and quantitative analysis of sales results, territory performance, objective and quota achievement and compensation.

The techniques and systems used to measure and account for performance will determine the ability to grow and foster long-term sustainable improvements in performance. We will look at the effectiveness of existing programs and software used for customer resource management (CRM) strategies. The evaluation can include training, usage requirements, recommendations for enhancements or a complete CRM strategy of deployment and implementation.

How information is entered into the “system” and how it is used inevitably impacts performance. From lead management to productivity tracking, attaining the goals of the organization relies on a well-defined qualitative assessment and program. We closely evaluate performance and close rates against potential revenue opportunities to provide incremental process improvements.

The qualitative assessments and performance benchmarking study considers sales objectives, quotas and territories. We look at the criteria used to make assignments and define responsibilities. Our experts define methods for executive “dashboarding” to provide continuous assessment capabilities for responsive administration. How does your organization view quality and how is it measured? We review existing methods of assessing quality, internally and externally. We provide the knowledge and means to recognize efficiencies and effectiveness for proper performance management.

Understanding the behaviors that produce results and how to motivate personnel to achieve the defined objectives is part of the Performance Management program. We provide the training and support needed to recognize and reward the “right” behaviors to achieve the “right” results. We outline communication strategies that provide leadership means to drive and recognize results.

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