



SALES OPTIMIZATION PROGRAM: SALES ORGANIZATION

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 .

An essential step in the Sales Optimization Program evaluates the entire sales organization. The base of how revenues are produced lies in how the sales team is structured. Are you organized in a way that will allow your team to maximize contributions? How do you drive productivity, measure quality and identify opportunities for business process improvements?

Our sales experts use decades of experience in operational efficiencies to measure and define the best organizational configuration for your business. Kaiser Companies thoroughly analyzes the composition of the sales organization and how it aligns to the companies' defined goals and objectives.

The steps involved in the Sales Organization segment of the Sales Optimization Program includes professional examination and evaluation of:

- Sales and Revenue Producing Structure
- Definitions of Productivity
- Sales Process
- Training and Performance Metrics
- Existing Members Qualifications and Performance
- Gap Analysis
- Infrastructure and Processes

The goal of the Sales Organization phase is to define the optimal performance structure. In order to identify the opportunities of realizing the organizations goals, Kaiser Companies' Partners will begin with a thorough due diligence type assessment of the status quo.

All components that impact the Sales Organization will be evaluated, including qualitative and quantitative factors. Productivity will be analyzed through metrics and historical data that represents quotas and performance information. Our detailed approach looks at the numbers collectively and individually. We will determine if the sales plan can be supported through the organizational structure.

Important to the evaluation will be the sales process. Does it support the current customer acquisition strategies? Does the sales team have defined methodologies and a uniform sales process that are proven to achieve the goals and quotas outlined by the company?

Kaiser Companies utilizes expertise in training and business performance optimization to evaluate existing training programs. Every process and procedure that defines the sales organization will be considered for improvement and effectiveness. We look at every step to identify opportunities for improvement and ways to capitalize on effective practices.

Every member of the sales organization will be evaluated through one-on-one evaluations, management reviews or collective behavioral assessments. Through this assessment, a detailed gap analysis will be provided for complete discovery. We will focus on the prospects for significant improvements, as Kaiser Companies understands the value of eliminating inefficiencies and capitalizing on opportunities.

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