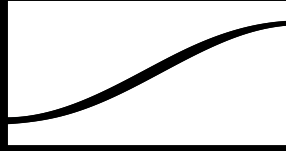


SFAGNA



SALES

PERFORMANCE ANALYSIS



Selling Opportunities
Selling Skills
Asset Utilization
Sales Operations

SFAGNA

SELLING OPPORTUNITIES

PERFORMANCE ANALYSIS



One of the biggest expenses a business has isn't the cost of generating opportunities to do business, it is the Loss of Business due to selling opportunities being dropped, abandoned or mishandled. Identifying how and why presents one of the most economical ways available for growing sales volume and gross profit.

KEY DISCOVERIES OF THIS ANALYSIS

- Where, When, and Why Selling Opportunities are lost.
- Your Success versus Actual Performance Profile.
- Your Sales and Income Earning Capacity.
- Your Immediate Business Growth Opportunity.
- The Gross Profit Gap that exists within your Deals.
- The Costs and Benefits of existing Processes and Training.

We find Opportunities for Growth that exist within a Individual's or Company's Business and "Core Based Statistical Marketing Area" (CBSMA).

SELLING SKILLS

PERFORMANCE ANALYSIS



The greatest challenge facing a salesperson is performing their best at all times. Whether this is due to the lack of will or the lack of skill, the end result is the same. Rising above these obstacles is key to selling success. The first step is knowing where to start.

KEY DISCOVERIES OF THIS ANALYSIS

- Your Skill Level by Lead Type and Selling Function.
- Your Ability to Overcome the Objections you face daily.
- How well you Line your Prospects on the Right Product.
- The Cost of implementing Training that isn't doing its job.
- Reasons you are unable to Obtain Commitments to Purchase.
- Reasons you aren't Closing Deals and Retaining Gross Profit.

Being successful requires Skill that is backed up by a Strong Understanding of The Selling Process. Knowing the difference between your Ability and Capacity is vital to increasing your Sales Performance and Income.

ASSET UTILIZATION

PERFORMANCE ANALYSIS



Individuals and Companies must continually take inventory of their resources, how they are used, and what they are producing in relationship to their capacity. Fully utilizing all of the assets they have is vital for their business to reach its peak performance selling and income earning capacity.

KEY DISCOVERIES OF THIS ANALYSIS

- How your Personal and Professional Assets are being Used.
- The Sales Performance Capacity of your Existing Assets.
- The Return or Loss Ratio of your Assets to Productivity.
- The Return or Loss Ratio of your Assets to Capacity.
- If Existing Assets are capable of achieving your Goals.
- How to increase the Value and Return your Assets produce.

We take inventory of your resources, how they are used, what they produce in relationship to their capacity, and how to increase the productivity you get from them.

SALES OPERATIONS

PERFORMANCE ANALYSIS



Developing sound tactical and strategic sales operations are essential to the strength and growth of an individual or a company's business regardless of its size, products, or services. Having processes that ensure selling functions are properly performed and executed is crucial to the success of each deal and the business as a whole.

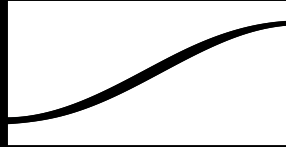
KEY DISCOVERIES OF THIS ANALYSIS

- The Reasons Sales and Gross Profit are being lost.
- The Effectiveness of your Sales Control Tools.
- How well Selling Process Functions are being Performed.
- The Weakest Links in your Sales Operations.
- Your Sales Performance Power Index.
- Your Price Performance Power Index.

Knowing how effective your Sales Operations Performance is in producing the results you desire is key to improving your ability to achieve your Goals.

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Excellence Without Compromise™



**Take the Steps Required to
Become Your Best!**