

# Quit interrogating and start collaborating.

## Here's how.

### YOUR BUSINESS PRIORITIES

*It starts by understanding and aligning with your priorities and the priorities of others within your enterprise.*

*Your top-of-mind initiatives are in response to solving critical business problems.*

TOP OF MIND BUSINESS INITIATIVES	
<b>Integrate Sales and Marketing</b>	Synthesize the sales and marketing efforts to drive new and add-on revenues while reducing waste, duplicity, and costs
<b>Sales Leadership Advancement</b>	Intelligently empower individuals to perform, coach, and proliferate the standards of performance set by leadership
<b>Executive Relationship Management</b>	Initiate and develop durable executive relationships to maximize customer satisfaction, growth, and profitability objectives
<b>Best Practice Replication</b>	Constant review, capture, and distribution of customer valued and validated best sales/service/support practices
<b>Demand Monitoring and Forecasting</b>	Real-time monitoring of demand-driven marketing and sales actions to confidently manage sales pipeline activities and forecast business results

WHAT TYPES OF CRITICAL BUSINESS PROBLEMS ARE YOU TRYING TO SOLVE?*
< 8% of marketing resources can be directly linked to business results
< 10% of sales managers' time is spent leading and developing direct reports
> 85% of sales transactions occur based on unnecessary and/or excessive discounting
< 15% of vendors are seen as strategic partners by their customers
< 5% of sales teams practice "live" prior to customer interactions
< 3% of enterprises successfully capture and transfer best sales practices
< 50% of forecasted deals actually close
< 25% of closed deals occur at the dollar amount and month originally forecasted

\* Based on Knowledge-Advantage field work

## REQUIREMENTS TO ADDRESS THE PROBLEM

*Addressing business problems begins by recognizing and addressing a number of requirements.*

### WHAT IS REQUIRED TO SOLVE YOUR PROBLEMS?

- Clear and public acknowledgement that problems exist and outside help is warranted
- Truly open mind – setting aside history, egos, personalities, and politics
- Personal experience with and recognition that popularized planning and solutioning techniques fall short
- Strong and deep desire to truly understand the problems and the changes required to fix them
- Concise implementation plan with recognized owners, concrete milestones, and clear deliverables
- Unqualified commitment from you and leadership to lead by example thru the required changes
- Complete transparency to everyone involved as the changes are occurring
- Clear reporting, recognition, and punishments based on everyone's level of participation

### WHAT UNIQUE CAPABILITIES DOES KNOWLEDGE-ADVANTAGE OFFER?

<b>Business Certification</b>	Concentrated learning program with verifiable outcomes and standardized tests
<b>Buyer Standards</b>	Only set of commercially available collaborative methods and tools approved and used by executives with sellers (vendors, brokers, etc.)
<b>Content Architecture</b>	Practical and simple approach to create customer "consumable" marketing materials and collaborative sales aids
<b>Player Coach</b>	Complete participation in all internal preparation and customer-facing sales activities
<b>Prescriptive Transparency</b>	Dynamic assessments and recommendations based on real-time monitoring of sales activities and measuring of business outcomes
<b>Performance Warranty</b>	Improved business and sales results or your money back

## CRITERIA FOR MEASURING SUCCESS

*Containing and avoiding costs, making operational improvements, and contributing to organizational results determines success.*

### OUR CRITERIA FOR MEASURING SUCCESS

<b>Cost Containment/Avoidance</b>	↓ Bad hires by 20-30% <i>(Business Certification, Player Coach)</i>
	↑ Effectiveness of Marketing materials by > 20% <i>(Buyer Standards, Content Architecture)</i>
	↓ New hire ramp time by > 20% <i>(Business Certification, Content Architecture, Player Coach, Prescriptive Transparency)</i>
	↓ Non-qualified sales activities by > 20% <i>(Buyer Standards, Player Coach, Prescriptive Transparency)</i>
	↓ Travel & entertainment by > 20% <i>(Buyer Standards, Player Coach, Prescriptive Transparency)</i>
<b>Operational Improvements</b>	↑ Account development and opportunity identification by > 50% <i>(Business Certification, Buyer Standards, Player Coach)</i>
	↑ Executive access and presence by > 30% <i>(Business Certification, Buyer Standards, Content Architecture, Player Coach)</i>
	↓ Average sales cycle-times by 10-20% <i>(Buyer Standards, Player Coach, Prescriptive Transparency)</i>
	↑ Win rates by > 20% <i>(Buyer Standards, Player Coach, Prescriptive Transparency)</i>
	↑ Customer loyalty by > 20% <i>(Buyer Standards, Content Architecture, Prescriptive Transparency)</i>
<b>Organizational Results</b>	↑ Revenue and margin per transaction by 5-10%
	↓ Sales/marketing operating expenses by > 10%
	↓ Cash flow requirements for sales/marketing operations by > 10%