

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	
Integrate Sales and Marketing	Synthesize the sales and marketing efforts to drive new and add-on revenues while reducing waste, duplicity, and costs
Sales Leadership Advancement	Intelligently empower individuals to perform, coach, and proliferate the standards of performance set by leadership
Executive Relationship Management	Initiate and develop durable executive relationships to maximize customer satisfaction, growth, and profitability objectives
Best Practice Replication	Constant review, capture, and distribution of customer valued and validated best sales/service/support practices
Demand Monitoring and Forecasting	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?

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

Cost Containment/Avoidance	↓ 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>
Operational Improvements	↑ 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>
Organizational Results	↑ Revenue and margin per transaction by 5-10%
	↓ Sales/marketing operating expenses by > 10%
	↓ Cash flow requirements for sales/marketing operations by > 10%