

SalesDiagnostics™

Learn More, Win More.®



Who We Are

SalesDiagnostics is a sales management consulting firm that conducts primary customer research to provide its clients with a keen understanding of what drives sales and buyer satisfaction. We help clients turn this understanding into actions that will have an immediate and positive impact on sales and customer retention.

The Problem

Sales Intelligence: The Missing Requirement

“Knowing how to win (and keep) customers is the single most important skill companies can learn.” (Michael LeBoeuf, *How to Win Customers and Keep Them for Life*).

Knowing how to win and keep customers requires sales intelligence, specifically:

- The reality of your customers true needs, not assumptions based on filtered information
- What you need to hear and understand about your customers, not necessarily what you want to hear
- A keen understanding that can be turned into action, not just an analysis that sits on the shelf

Each step in the customer life cycle, from making the initial sale to renewing the contract, presents an opportunity to gain sales intelligence. Yet companies that use direct and/or third-party sales channels have limited ability to obtain unbiased, qualified information that will uncover the drivers of their customers’ buying process and decisions.

While many companies have invested in CRM and Sales Automation Systems to manage sales opportunities and customer information, critical marketplace intelligence relating to the sales process and customer retention continues to be based on selective self-reporting, containing “once-removed” employee perceptions. This one-dimensional view of customer buying requirements and satisfaction leads to the Perception/Reality Gap.

The company’s *perception* of how customers view their strengths and weaknesses does not match the *reality* of how customers actually view them. This gap makes it very difficult, if not impossible, for companies to build sales intelligence.



Sales Intelligence: Difficult to Build Internally

It is highly unlikely that internal efforts to develop comprehensive and accurate sales intelligence will be successful due to many obstacles a company faces in gathering detailed and candid customer feedback. These obstacles fall into two main categories:

Internal Company Obstacles

When a company attempts to collect customer feedback on its own, there are several “breakdown” points:

- The “tough questions” may not be asked
- The information may be misinterpreted
- The information may be filtered when disseminated
- The follow up questions that need to be asked may go unasked or unanswered

Buyer Obstacles

It is unlikely that buyers will provide candid feedback to company representatives because:

- They cannot be assured anonymity or confidentiality
- They are concerned negative feedback will adversely affect their personal relationships with representatives of the company or may adversely affect their business relationship with the company in general
- They are uncomfortable expressing negative feedback

Development of sales intelligence begins with a customer feedback process that incorporates anonymity, confidentiality and an unbiased and safe environment.

The SalesDiagnostics Solution

SalesDiagnostics enables companies to build sales intelligence by filling the Perception/Reality Gap.

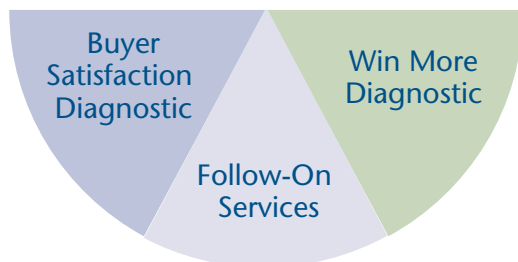
SalesDiagnostics builds sales intelligence through three fundamental premises:

- 1. Go directly to the Buyer for honest feedback**
Insight into a prospect or customer's perceptions of product/service delivery requires elements that only a third party can deliver. SalesDiagnostics provides the anonymity, confidentiality and objectivity required to obtain the feedback that is unbiased, forthright and accurate.
- 2. Analyze feedback to create understanding**
At SalesDiagnostics, we know that data is not analysis – it supports analysis. We get to the “So what?” of the data to provide our clients with key insights into what is causing lost sales and/or client turnover.
- 3. Turn understanding into action**
Analysis is not valuable unless it can be turned into action. SalesDiagnostics takes the “So what?” and turns it into “What to do differently on Monday”. We provide our clients with a detailed action plan that will lead to increased sales and/or customer retention.

SalesDiagnostics Services

Foundation Services

SalesDiagnostics Foundation Services are designed to provide a comprehensive picture of your prospect/buyer population.



Each service focuses on a specific segment, offering your company a depth of sales intelligence that can give you competitive advantage in winning and maintaining buyers.

Win More Diagnostic™

This service addresses prospects that were lost during the sales process. We identify and analyze the root causes of these lost sales to provide you with intelligence to close more deals:

- Previously hidden decision-making criteria that will positively affect future close ratios
- Errors the Sales team may be inadvertently making during the sales process
- Prospect misperceptions you may be creating through your positioning

Buyer Satisfaction Diagnostic™

This service addresses your current buyers (i.e., prospects that were won). It provides a keen understanding of buyer satisfaction and dissatisfaction, and provides action steps to improving customer “referencability” and retention:

- Gaps in customer expectations and product/service delivery
- “Mistakes” that may have been inadvertently made in various steps along the customer life cycle
- Unseen drivers of dissatisfaction

What SalesDiagnostics Delivers

SalesDiagnostics delivers:

- The reality of why you are winning/losing sales, why customers are satisfied/dissatisfied
- Immediate actions to take
- A project plan for medium and long-term initiatives that are critical to win and maintain business

These deliverables result in more sales wins and more satisfied customers.



How Our Clients Benefit

As a senior executive, you strive to win and retain more business. Many executives have tried to leverage their internal resources to identify the root causes of why they are losing business to the competition, yet that have found that the company has limited resources and capabilities to obtain unbiased, qualified information that will uncover the drivers of their customers' buying process and decisions.

Whether your objective is winning more business, retaining the business you have, or both, SalesDiagnostics services can help you achieve your business goals.

SalesDiagnostics delivers value to many areas of the company:

CEO/General Manager

- Improved win/loss ratio
- Properly aligned human resources
- Minimized reactive/ineffective pricing changes
- Increased profitability

Sales Organization

- Spot-on sales positioning
- Proper alignment of sales resources and prospect profitability
- Meeting/exceeding quota and revenue goals
- Foster strengths and uncover weaknesses

Product/Marketing Organization

- Fully informed decisions on pricing
- Customer driven market positioning
- Meeting/exceeding quota and revenue goals
- Product/feature development priorities

Follow-On Services

SalesDiagnostics is committed to delivering comprehensive analyses and action plans to its clients. We complement our foundation services with three follow-on services.

Sales Performance Audit

- We conduct this analysis if prospect feedback indicates sales force performance issues
- We create a prospect-performance scorecard and identify knowledge and training gaps
- We deliver a plan for optimal resource alignment

Comprehensive Product Assessment

- We conduct this analysis if customer feedback indicates gaps in product/service features
- We provide a comprehensive customer needs grid to guide product requirement planning
- We deliver a plan for new product development

Comprehensive Competitive Assessment

- We conduct this analysis if customer feedback indicates gaps between the company's offering and that of the competition
- We develop a comprehensive competitive grid to identify product/service gaps
- We deliver a concise plan for product/service development

Why We Will Exceed Your Expectations

As consultants who pride themselves on aiding our clients in winning more business, we must deliver hard-hitting, impactful results every time. To do this, our diagnostic approach centers on one common theme: "Each Client will learn more and win more following a completed project with SalesDiagnostics." At SalesDiagnostics, we deliver unparalleled value:

- We provide keen insights grounded in customer feedback
- We tell you what to do differently on Monday
- We provide executional expertise with best-in-class market research

Contact Us Now

Let us help you learn more and win more. Contact us now at: 1-800-448-8825.

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