

ACCOUNTABILITY

P A R T N E R S

QuadSales Baseline Assessment

Accountability Partners

Prepared by:
Accountability Partners



QuadSales Performance Model

Market Planning, Process and Tools

Marketing Initiatives

Prospecting & Qualification

Sales Processes

Sales Staff Performance and Effectiveness

Sales Staff Management and Effectiveness

Compensation

Sales and Marketing Infrastructure (System and Tools)

Professional Services (and Project Management)

Training and Development

Business Management

Assessment and Planning Objectives

1. Discuss/debate performance issues that currently impede success.
2. Gain senior management agreement regarding prioritization of the most important **High-Impact/Low-Performance** areas.
3. Identify performance improvement goals.
4. Determine action items, due dates, and metrics for each goal.
5. Determine and allocate the necessary resources to achieve each goal.
6. Develop and communicate performance improvement plan.
7. Execute plan.



Your Sales Performance Index™:

56

Your Prior Year SPI™:

N/A

Capabilities

Sales Statements

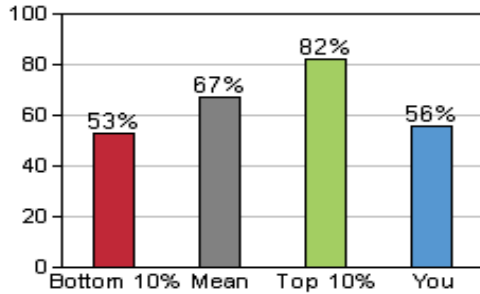
Staff Performance	62%
Prospecting & Qualification	59%
Sales Processes	62%

Constraints

Sales Statements

Sales Management	48%
Market Planning	49%

QuadSales Benchmark SPI Comparison



Total Distribution: 8
Percentage: 100%

Total Participants: 8

Group Name

Sales Staff
CEO
Management Staff

Participants

4
1
3

Capabilities and Constraints Definitions

Capabilities are defined as those service categories that are view as "High-Impact" (important to the customer) and "High-Performing" (generally perceived as satisfactory performance).

Constraints are defined as those service categories that are view as "High-Impact" (important to the customer) and "Low-Performing" (generally perceived as less satisfactory performance).



QuadStrat Enterprise (Sales Edition)

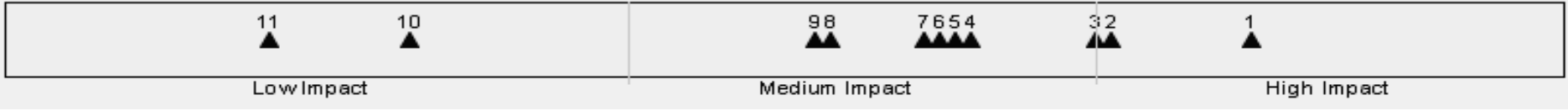
Degree Of Impact Results

Sales Statements



All Participants		
No.	Category	Score
1	Staff Performance	62%
2	Sales Management	48%
3	Market Planning	49%
4	Prospecting & Qualification	59%
5	Sales Processes	62%
6	Compensation	62%
7	Infrastructure	51%
8	Mrkt Initiatives	60%
9	Bus. Mgmt	61%
10	Prof Svcs/Proj Mgmt	60%
11	Sales Training	42%

This chart illustrates the actual spacing of the elements on the Impact axis.

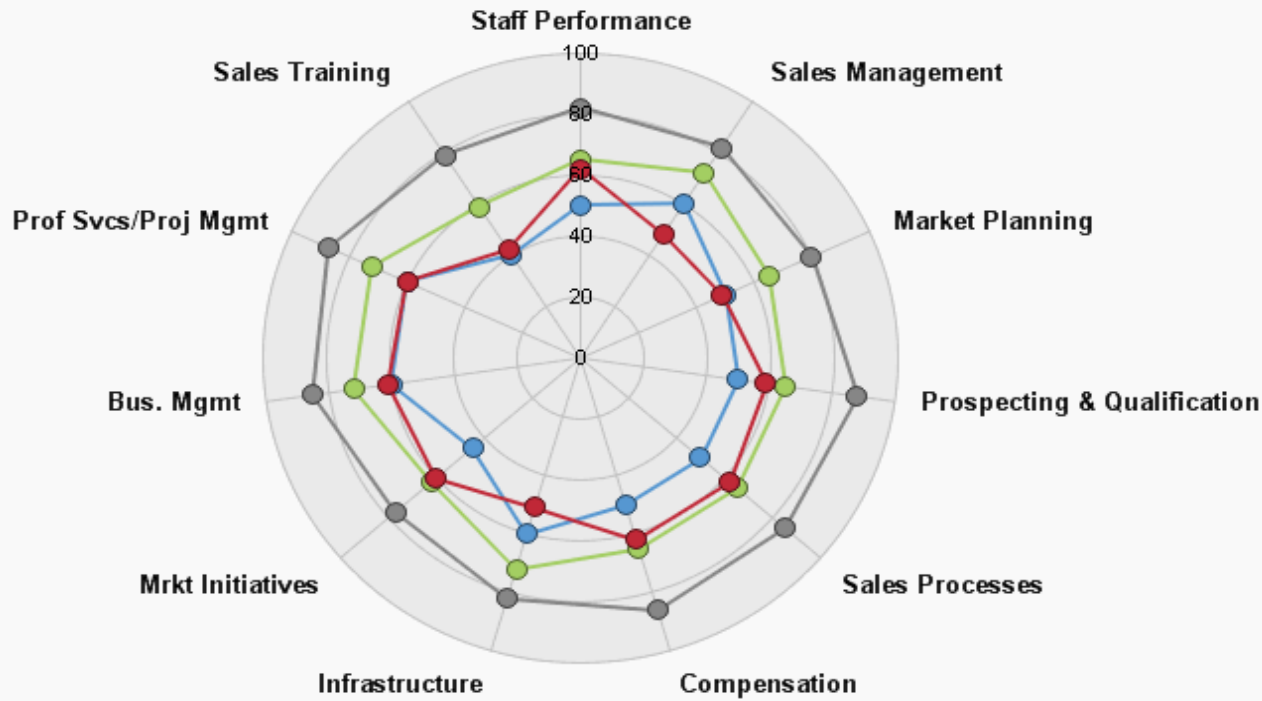




QuadStrat Enterprise (Sales Edition)

Performance Comparison

Sales Statements



All Participants				
Category	Top	Mean	Btm	You
Staff Performance	82%	65%	50%	62%
Sales Management	82%	72%	60%	48%
Market Planning	80%	65%	50%	49%
Prospecting & Qualification	88%	65%	50%	59%
Sales Processes	85%	65%	50%	62%
Compensation	86%	65%	50%	62%
Infrastructure	82%	72%	60%	51%
Mrkt Initiatives	77%	62%	45%	60%
Bus. Mgmt	85%	72%	60%	61%
Prof Svcs/Proj Mgmt	87%	72%	60%	60%
Sales Training	79%	59%	40%	42%





QuadStrat Enterprise (Sales Edition)

Performance Scores

NA: Not Applicable DK: Don't Know 1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Somewhat Agree 5: Agree 6: Strongly Agree

		50%		50%		Not Applicable					Don't Know		Disagree		Agree	
Market Planning		No.	NA	DK	1	2	3	4	5	6	Post. Score	Mean Score	Std. Dev.	Mean Score	Std. Dev.	
1 Our marketing staff understands the business drivers in our markets.	All	8	0%	0%	13%	38%	38%	13%	0%	0%	0%	42%	15	All	49%	17
	Sales Staff	4	0%	0%	25%	0%	75%	0%	0%	0%	0%	42%	16	Sales Staff	48%	16
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0	CEO	55%	22
	Management Staff	3	0%	0%	0%	67%	0%	33%	0%	0%	0%	44%	19	Management S...	49%	16
2 We have thoroughly defined our various target markets.	All	8	0%	0%	0%	50%	38%	0%	13%	0%	13%	46%	17			
	Sales Staff	4	0%	0%	0%	50%	50%	0%	0%	0%	0%	42%	9			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9			
3 We have an "Ideal Client Profile" written to assist the sales team in identifying prospects in each market.	All	8	0%	0%	0%	63%	25%	13%	0%	0%	0%	42%	12			
	Sales Staff	4	0%	0%	0%	50%	25%	25%	0%	0%	0%	46%	15			
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9			
4 We prepare an annual marketing plan.	All	8	0%	0%	0%	0%	0%	88%	13%	0%	13%	69%	5			
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
5 We revise our marketing plan as needed during the year.	All	8	0%	0%	0%	13%	25%	63%	0%	0%	0%	58%	12			
	Sales Staff	4	0%	0%	0%	0%	25%	75%	0%	0%	0%	63%	8			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	33%	33%	33%	0%	0%	0%	50%	16			
6 We have a current social media strategy.	All	8	0%	0%	0%	13%	13%	63%	13%	0%	13%	63%	14			
	Sales Staff	4	0%	0%	0%	25%	25%	50%	0%	0%	0%	54%	15			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	0%	0%	67%	33%	0%	33%	72%	9			
7 We report Key Marketing Indicators to the staff.	All	8	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Sales Staff	4	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			



QuadStrat Enterprise (Sales Edition)

Performance Scores

NA: Not Applicable DK: Don't Know 1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Somewhat Agree 5: Agree 6: Strongly Agree



		FREQUENCY OF RESPONSE										Post. Score	Mean Score	Std. Dev.		
Sales Processes		No.	NA	DK	1	2	3	4	5	6				Mean Score	Std. Dev.	
29 We follow a well defined Sales Process.	All	8	0%	0%	0%	25%	13%	63%	0%	0%	0%	56%	15	All	62%	18
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0	Sales Staff	68%	17
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0	CEO	70%	16
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9	Management S...	51%	15
30 We utilize an initial presentation which is focused on our prospects' market and business challenges (not on us).	All	8	0%	0%	0%	25%	50%	25%	0%	0%	0%	50%	12			
	Sales Staff	4	0%	0%	0%	0%	50%	50%	0%	0%	0%	58%	9			
	CEO	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	50%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9			
31 When it is time to discuss our company story, we are able to tell it effectively.	All	8	0%	0%	0%	0%	0%	38%	25%	38%	63%	83%	15			
	Sales Staff	4	0%	0%	0%	0%	0%	0%	50%	50%	100%	92%	9			
	CEO	1	0%	0%	0%	0%	0%	0%	0%	100%	100%	100%	0			
	Management Staff	3	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
32 We incorporate the specific advantages of our solutions for each prospect presentation.	All	8	0%	0%	0%	0%	25%	25%	50%	0%	50%	71%	14			
	Sales Staff	4	0%	0%	0%	0%	0%	25%	75%	0%	75%	79%	8			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	0%	67%	33%	0%	0%	0%	56%	9			
33 We have standard templates for common communication events proposals, product responses, and RFP responses.	All	8	0%	0%	0%	0%	0%	75%	25%	0%	25%	71%	7			
	Sales Staff	4	0%	0%	0%	0%	0%	75%	25%	0%	25%	71%	8			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	0%	0%	67%	33%	0%	33%	72%	9			
34 We deliver compelling proposals and value propositions for our solutions.	All	8	0%	0%	0%	0%	25%	38%	25%	13%	38%	71%	17			
	Sales Staff	4	0%	0%	0%	0%	0%	25%	50%	25%	75%	83%	13			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	0%	67%	33%	0%	0%	0%	56%	9			
35 We use a defined method to handling common objections.	All	8	0%	0%	0%	13%	0%	75%	13%	0%	13%	65%	13			
	Sales Staff	4	0%	0%	0%	0%	0%	75%	25%	0%	25%	71%	8			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	33%	0%	67%	0%	0%	0%	56%	19			



QuadStrat Enterprise (Sales Edition)

Performance Scores

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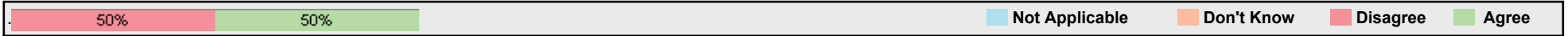
Staff Performance		FREQUENCY OF RESPONSE										Post. Score	Mean Score	Std. Dev.		Mean Score	Std. Dev.
		No.	NA	DK	1	2	3	4	5	6							
38 Our sales staff consistently achieves their individual sales quota's.	All	8	0%	0%	0%	25%	13%	13%	50%	0%	50%	65%	22	All	62%	20	
	Sales Staff	4	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0	Sales Staff	78%	10	
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0	CEO	57%	18	
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9	Management S...	41%	11	
39 We consistently follow a defined process for managing underperforming sales staff.	All	8	0%	0%	0%	50%	13%	38%	0%	0%	0%	48%	16				
	Sales Staff	4	0%	0%	0%	0%	25%	75%	0%	0%	0%	63%	8				
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0				
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0				
40 Our sales staff pipeline has the right amount of qualified prospects to achieve our sales goals.	All	8	0%	0%	0%	13%	38%	50%	0%	0%	0%	56%	12				
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0				
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0				
	Management Staff	3	0%	0%	0%	0%	100%	0%	0%	0%	0%	50%	0				
41 Our sales staff enters data into our Sales and Marketing systems (SFA, CRM, etc.) in a timely and accurate manner.	All	8	0%	0%	0%	38%	38%	25%	0%	0%	0%	48%	13				
	Sales Staff	4	0%	0%	0%	0%	50%	50%	0%	0%	0%	58%	9				
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0				
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9				
42 Our sales staff effectively ties business issues (client pain/opportunity) to our business solutions.	All	8	0%	0%	0%	13%	13%	25%	50%	0%	50%	69%	18				
	Sales Staff	4	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0				
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0				
	Management Staff	3	0%	0%	0%	33%	33%	33%	0%	0%	0%	50%	16				
43 Our sales staff is adept at positioning our value and setting traps throughout the sales cycle.	All	8	0%	0%	0%	25%	25%	0%	50%	0%	50%	63%	23				
	Sales Staff	4	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0				
	CEO	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	50%	0				
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9				
44 Our sales staff helps prospects identify and quantify the financial impact (risk or reward) of our solutions.	All	8	0%	0%	0%	38%	13%	0%	50%	0%	50%	60%	25				
	Sales Staff	4	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0				
	CEO	1	0%	0%	0%	0%	100%	0%	0%	0%	0%	50%	0				
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0				



QuadStrat Enterprise (Sales Edition)

Performance Scores

NA: Not Applicable DK: Don't Know 1: Strongly Disagree 2: Disagree 3: Somewhat Disagree 4: Somewhat Agree 5: Agree 6: Strongly Agree



		FREQUENCY OF RESPONSE										Post. Score	Mean Score	Std. Dev.	Mean Score	Std. Dev.
Sales Management		No.	NA	DK	1	2	3	4	5	6						
51 We prepare an annual sales plan.	All	8	0%	0%	0%	0%	0%	75%	25%	0%	25%	71%	7	All	48%	16
	Sales Staff	4	0%	0%	0%	0%	0%	75%	25%	0%	25%	71%	8	Sales Staff	48%	15
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0	CEO	63%	18
	Management Staff	3	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0	Management S...	42%	14
52 We review our sales plan on a formal basis quarterly.	All	8	0%	0%	0%	13%	0%	88%	0%	0%	0%	63%	11			
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	33%	0%	67%	0%	0%	0%	56%	19			
53 When we are off plan, we prepare "Bridge Plans" to recover our performance goals.	All	8	0%	0%	0%	75%	0%	25%	0%	0%	0%	42%	15			
	Sales Staff	4	0%	0%	0%	50%	0%	50%	0%	0%	0%	50%	19			
	CEO	1	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
54 Our Sales Managers excel at executing our company sales plan.	All	8	0%	0%	0%	38%	13%	50%	0%	0%	0%	52%	16			
	Sales Staff	4	0%	0%	0%	0%	25%	75%	0%	0%	0%	63%	8			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	100%	0%	0%	0%	0%	0%	33%	0			
55 Our sales managers consistently meet their assigned sales goals.	All	8	0%	0%	0%	25%	38%	38%	0%	0%	0%	52%	13			
	Sales Staff	4	0%	0%	0%	0%	50%	50%	0%	0%	0%	58%	9			
	CEO	1	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	Management Staff	3	0%	0%	0%	67%	33%	0%	0%	0%	0%	39%	9			
56 Our sales managers are frequent contributors to new ideas and out-of-the-box thinking (New marketing; New Revenue streams; New methods of increasing Revenue/Gross Profit per sale).	All	8	0%	0%	0%	0%	25%	63%	13%	0%	13%	65%	10			
	Sales Staff	4	0%	0%	0%	0%	0%	100%	0%	0%	0%	67%	0			
	CEO	1	0%	0%	0%	0%	0%	0%	100%	0%	100%	83%	0			
	Management Staff	3	0%	0%	0%	0%	67%	33%	0%	0%	0%	56%	9			