



# Sales Outcomes



## Marketing & Sales Execution

Accelerating Bottom-line Results

## Our Approach

### Experienced Practitioners

Our partners and practice principals have led sales and marketing teams within Fortune 500 and Global 2000 firms, so they understand the challenges of executing to a company's business strategy and aggressive growth targets. Our experience helps clients transform their marketing and sales organizations into high-performance teams through better execution. Our past work throughout the Americas, Europe and Asia provides our clients a diverse perspective on addressing cultural differences in global engagements.



### Pragmatic and Innovative

We are experts at filling the “knowing-doing” gap and finding the shortest line to revenue and profit growth.

By involving our client's teams as we apply our approach to diagnose, design, implement and execute, we transfer the ability to drive continuous change without our continued involvement.

### Holistic View

Marketing and sales must be aligned to optimize business performance.

Strategy is the first step, but it must be supported by effective and efficient processes, structure, skills, tools and metrics across both marketing and sales.

We believe that high-performing sales and marketing organizations have four components in full alignment to achieve peak performance, and durable, powerful change:

- Strategy (A well-defined go-to-market approach)
- Operations (Growth-enabling structure and business processes)
- Performance Management (Aligned goals and metrics, and adoption of tools processes)
- Leadership (A coaching-centric focus to drive performance)

## Sales & Marketing Execution Road Map

Strategy	Operations	Performance Management	Leadership
We know where we are, where we want to go and, how we are going to get there	Our CRM tools and processes are in place to help us execute the Plan	Quotas and compensation plans are designed and aligned to the Plan	Sales leaders drive the use and adoption of Our CRM processes and tools
We have a detailed Plan on how to get to our annual numbers	We have the right metrics, reports and dashboards for the marketing and sales organizations so we know our progress against the Plan	Sales people are trained on our process and the tools	Sales Leaders are skilled on coaching their sales teams and they set the pace
Everyone in the marketing and sales organization understands the Plan and the role they play	Marketing and sales operations resources are aligned to help the sales organization perform	Sales people know all the resources available and how to access them	The sales pipeline, forecast and sales person performance are managed constantly and consistently to drive results and, we make the hard decisions sooner rather than later

## Past Client Engagements

### Strategy

- Organization structure & design
- Territory & account planning
- Market and media planning
- Customer value proposition

### Operations

- Business process configuration
- Lead generation transformation
- Sales & marketing alignment
- Pre-sales effectiveness

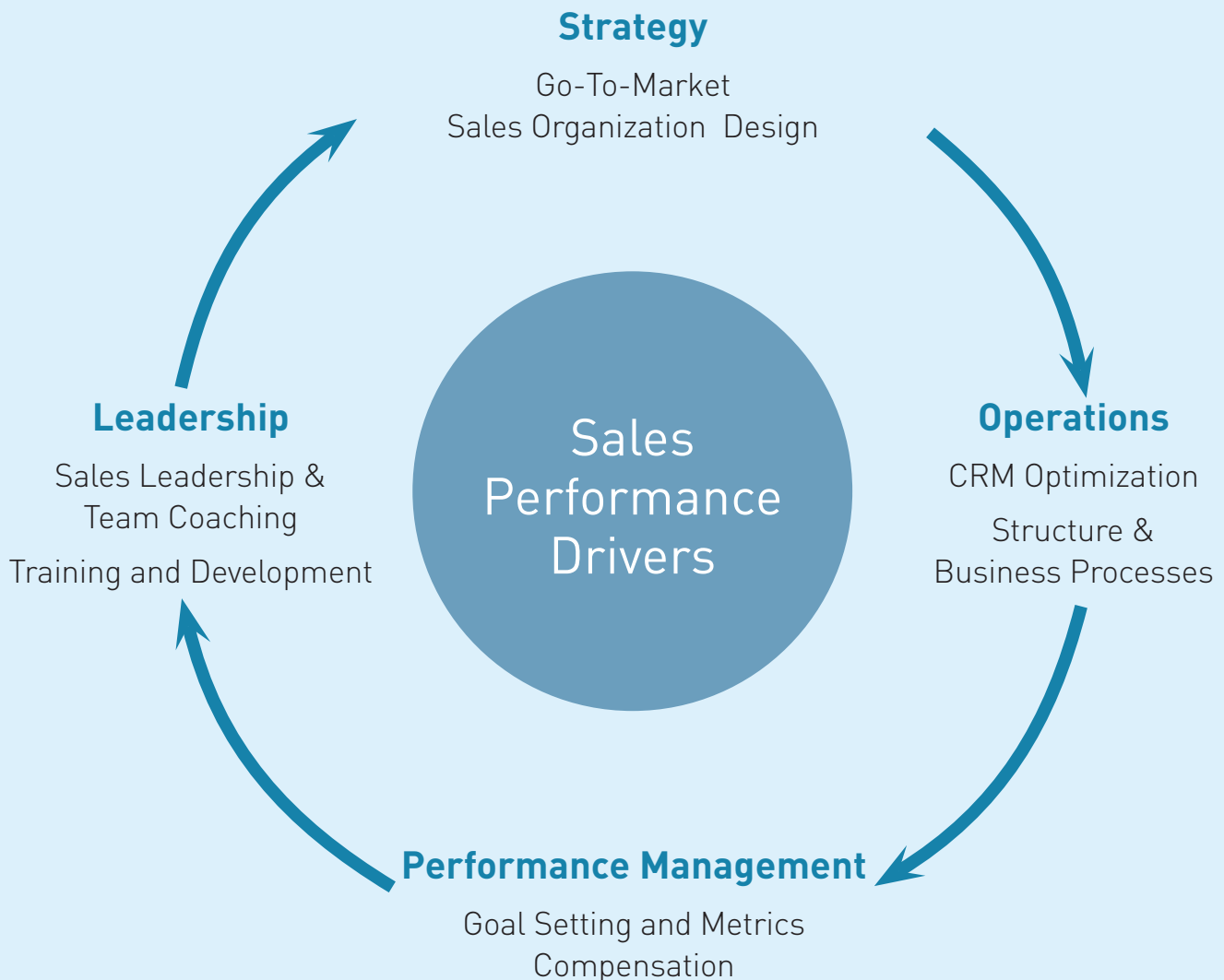
### Performance Management

- Sales compensation incentive design
- Implementation and deployment
- Sales methodology deployment
- Reports and Dashboards

### Leadership

- CRM Training and adoption
- Sales leadership coaching and development
- Team coaching
- Targeting & segmentation

## Sales and Marketing Transformation System





## Challenges We Help Clients Address

- Not enough sales people make or exceed quota
- Sales leaders not spending enough time coaching and managing performance of the sales team
- Win rate/close ratio not high enough to grow faster
- Average deal size not large enough
- Challenge growing existing customers and acquiring new logos
- Poor adoption and value of CRM implementation
- Can't measure marketing effectiveness and ROI

## Samples Of Our Work

### Global CRM Deployment

We've helped companies deploy salesforce.com in the U.S., Canada, Mexico, South America, Asia, and Europe for user populations of over 2,000 users. Our focus is on helping

business owners configure salesforce.com for maximum business impact through high adoption rates and the use of dashboards to manage the business.

### Selected Solution Highlights:

- Configuration and deployment of modules including Leads, Accounts, Contact, Opportunities, Contracts, Assets, Account Planning, Forecasting and Territory Management
- Integrations with compensation software, data warehouse, campaign management, customer satisfaction processes, internal and external demand generation and win-loss reviews.
- Multi-language support
- Standardization of business processes among business units and countries
- Training and coaching for initial deployment and ongoing adoption
- Reporting and dashboards to integrate and manage marketing and sales execution

We specialize in helping companies leverage the investment in their CRM to drive significant gains in business performance through improved marketing and sales execution. Sales Outcomes is a salesforce.com Silver Partner and we are listed on the AppExchange.



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