



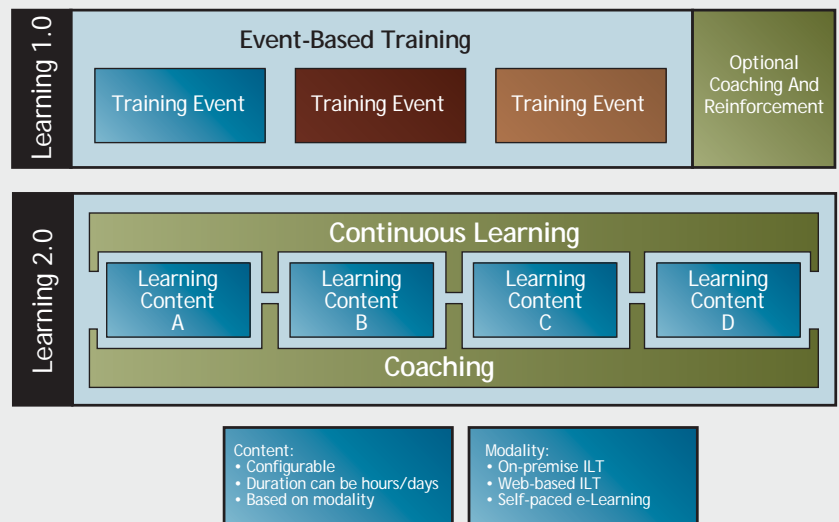
Coaching in a Sales 2.0 World

Why is Coaching Critical to the Sales 2.0 Process?

Sales 2.0 is the successful blend of a collaborative sales process with enabling technologies to better align all parties involved in the buying process. For sales organizations, there is value in compressed times, clearer messages, and more—and larger—wins. Customers will achieve the tangible business results promised with the solution that you jointly create.

The goal for the Sales Performance Center (SPC) is to drive consistency and continuous improvement throughout the sales cycle. Companies that are successful in implementing successful Sales 2.0 enablement programs understand going in that change is a process and occurs more effectively when new sales processes, tools and skills are introduced over a period of time. Even if all your learning content is Sales 2.0 focused, delivering it in a traditional way won't achieve the results you seek. Training alone will have little impact if it's not surrounded by effective coaching and continuous learning, creating accountability and support to drive adoption of the processes, skills and tools – producing results you need to be successful.

Combining the latest in workplace learning techniques with professional coaching ensures that the results from your investment are immediate and continue to grow over time as sales teams and managers become more and more proficient. While training efficiently introduces new skills and tools, coaching enables their effective and continued use with customers.



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It's All About Revenue Predictability

When your sales professionals understand the process, they can easily identify tasks and action items, understand the risks that they face and make more accurate forecast commitments. Your sales team will know exactly what they have to do to move a deal forward and have confidence that these actions support advancing the deal and improving the probability of closing the deal as forecast.

From a sales management perspective, there is also a much higher level of confidence in the numbers and levels of performance being committed to the executive team. Sales managers are able to pinpoint the problems and risks earlier, minimizing surprises that may occur late in the sales cycle. It also helps managers to better assess and understand the needs of the individuals on the team so the team can be appropriately coached.

For your executive team, more consistent and reliable forecasts enable accurate expectation setting with shareholders, managers, employees and market analysts. It also provides better visibility into sources of revenue production and potential revenue challenges.

And, of course, to a customer, a vendor who is synchronized with their buying process, working alongside them at the customer's pace, raises the customer's confidence level that the seller will remain a strong and reliable partner.



Getting the Highest Impact

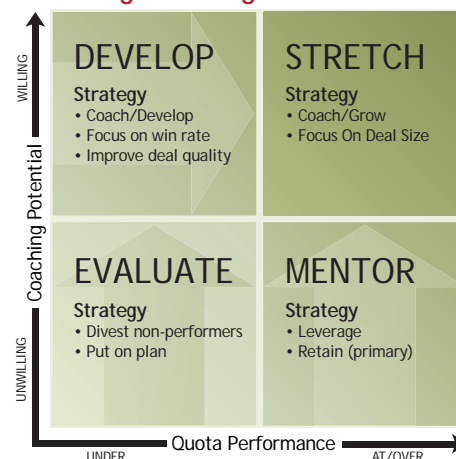
Facing the Challenges

Managers with responsibility for coaching and mentoring are often faced with many challenges. Frequently, these professionals have been promoted from a position of a successful individual performer and they are expected to replicate that performance across a broader team. Unfortunately, the skills and processes necessary to be an effective mentor are quite different than those needed to be successful as an individual contributor.

Additionally, many managers face the challenge of managing remote teams, so creating consistency and leveraging each individual's talent across the team can be difficult. Because individual needs, experience and skills can vary significantly across a team, many managers struggle with finding the right balance of time and effort to maximize the development of each team member.

Since not all sales people are at the same level of skill, knowledge or competency, many organizations seek ways to develop a coaching strategy based on the requirements of the individuals on a team. InfoMentis works together with (or can help you create) a Sales Performance Center (SPC) and individual sales managers to develop an approach that meets your unique needs, based on the requirements of each member of your teams. Our clients who take this approach have seen dramatic, immediate results from focusing resources where they are most needed.

Coaching Coverage Model



What is a Sales Performance Center?

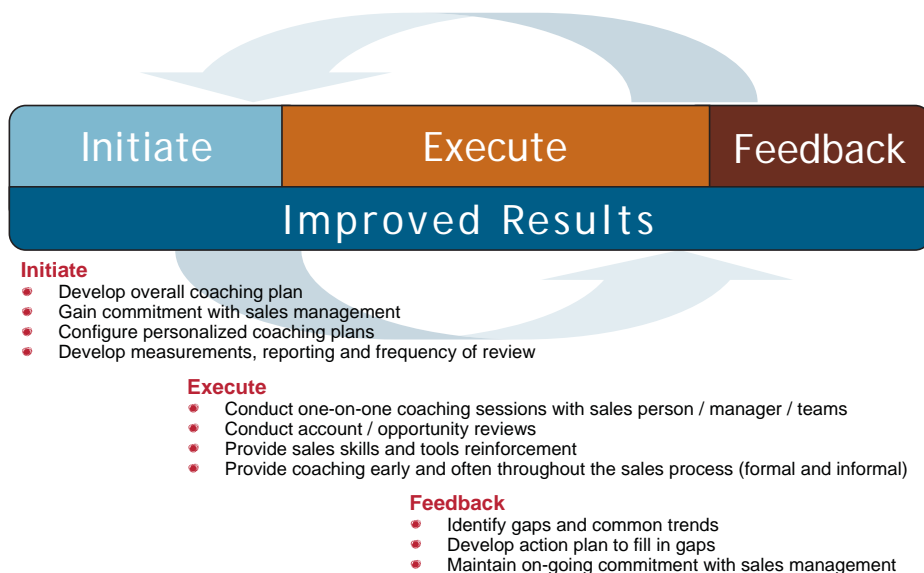
A Sales Performance Center is not a physical place so much as it is:

- The focal point for sales excellence within an organization.
- Responsible for driving improvement in the overall sales process by defining and maintaining standards around the sales process, enablement, skills development and metrics.
- Focused on both leading and lagging indicators (pipeline, bookings, revenue recognition, resource utilization) and makes resources available to ensure consistent execution of the selling process including coaching, assessments, demos, liaison to marketing, training and performance support.

Our Coaching Approach

The Fastest Way to Getting Results

Our coaching process is intended to go full cycle; meaning the entire process will be executed with a statistically significant number of sales teams and customers. Measurements and results will be tracked on a continual and frequent basis. In addition to coaching specific opportunities, our coaching process focuses on driving adoption of learned sales skills by ensuring proper and continuous application of techniques throughout the duration of the sales cycle.



The InfoMentis Sales Coach will be responsible for establishing personal relationships with the managers and sales people they work with. Coaching sessions will be scheduled directly with sales managers and sales people by the InfoMentis Sales Coach.

Management reports will be provided and status meetings will occur after the first 30 days of each program (opportunity and account status, risks and action plans, adoption levels, common trends, and recommendations for continual improvement). All information is shared with local sales management and senior management so as not to jeopardize the trust between the InfoMentis Sales Coach and the people being coached.

Prior to the start of a coaching program, InfoMentis works together with sales management to determine the appropriate content and assemble and configure it to address client specific requirements. All current process, skills and tools that are currently deployed and working will be integrated into the program. When gaps are identified, they will be addressed as part of this engagement. Program metrics and measurements will also be defined, as well as the means by which to track and report on them.

Sample Coaching Offerings

Top 10 or Must-Win Deal Coaching

Whether it's a specific number of deals or those that are most critical for your organization to win, InfoMentis' approach is designed to increase your win rate and improve forecast accuracy. Most training providers offer deal coaching, but it's usually based on a number of days you purchase and the consultant shows up, conducts the deal review and then leaves again until the next scheduled time.

Our approach is different... the InfoMentis coach becomes part of your team, involved in all the team's calls, planning sessions, even the sales calls themselves. Instead of "after-the-fact" coaching of a sales call, we're involved in testing your plan before you execute, not just providing guidance of how to not make a mistake the same way next time. With the InfoMentis approach, we're with you until the opportunity closes!

Account Optimization Coaching

Select your top target accounts – either to penetrate as new name customers or to extend your presence and generate new revenue from existing relationships. The InfoMentis coach will work side by side, guiding your adoption of the principles from the Account Planning and Management program to ensure your team is planning and executing to the optimal results.

Again, our approach is not just a periodic touchpoint or review – we become part of the account team and a resource to leverage to achieve breakthrough results. We'll coach your team throughout the overall planning and development of the necessary collaboration with the account to ensure you and the customer can meet your goals.

Coaching Health Check

Using the InfoMentis Coaching Process, this engagement will:

- Examine your existing coaching methodology, process, activities and tools
- Compare them to industry best practices
- Identify gaps and create an actionable plan to close the gaps

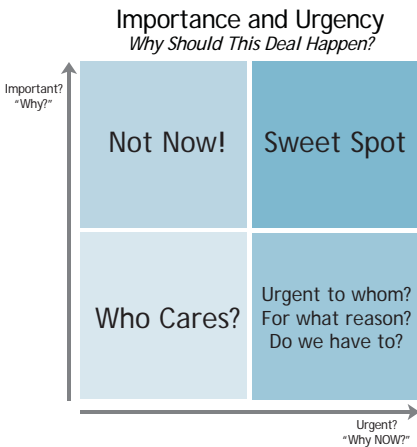
Removing the Guesswork

"Sorry, boss... the deal slipped!"

"They beat us on price, I'm sure of it."

"I'm just as surprised as you are! This caught us totally off guard."

These dreaded words are heard all too often in forecast calls around the world. But it's not surprising if the sales rep doesn't have an acute awareness of all the steps the customer plans to take in their buying process. Next time one of your reps commits to a deal on your next forecast call, ask these 2 simple questions:



1. Why?

Why did your customer wake up today and say, "today is the day I address this business issue?" Who is it important to?

2. Why Now?

Why today? Why not tomorrow? Why wasn't it done yesterday? Who is it urgent to?

Chances are, most reps (and their managers) really don't know the answers to these questions.

If you have any doubt that this is happening, all you need do is listen to some earnings calls. More and more companies are attributing missed quarterly numbers to deal slippage—deals that have been forecast to close but mysteriously fail to materialize.

One of the most common causes is inadequate inspection and testing of the pipeline, leading to an inaccurate forecast. A large part of revenue expectations for an organization lies in the ability of the sales management team to assess and predict revenue performance on an ongoing basis. While this may sound fairly simple in theory, there are numerous challenges to doing it right.

Benefits of Coaching 2.0

Real examples captured from some of our clients' Sales Performance Center:

- Win rate increased to 62% on coached deals vs. 30% on those which were not coached
- Increased win rate from 24% to 48% in one quarter
- 95% forecast predictability
- 45% in overall sales revenue
- Compression of time – coaching, analyzing, preparation
- Reduced deal slippage



About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.



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