



From Sales Strategy to Execution

Leveraging expertise in enabling new go-to-market strategies to maximize ROI in your sales your people

SOAR Performance Group, Inc.

Enabling our clients to ascend to new heights of performance

INTRODUCTION

The rapid pace of change in today's business environment creates the need for an increasing number of companies to transform the way they sell. This involves changing the way their assets (sales team, sales talent and customer engagement approach) with their new go-to-market strategies. This new way of thinking about the sales organization can be called Sales Capital Management.



Sales Capital Management

Sales Capital Management starts with a current state analysis and organizational benchmarks for sales execution. This is best accomplished by a combination of Sales Analytics, Sales Execution Assessment and Employee Analytics. From these activities, insights will emerge that can be built upon through proven approaches for sales talent development, sales leadership and coaching, funnel and forecast management, strategic account execution, and strategic opportunity execution.



Existing sales assets can be leveraged by connecting to what is currently working within the sales organization. This approach leads to strong business results and measurable business impact.

SOAR Solutions

SOAR Performance Group tailors our proven solutions to fit the unique selling environments of our customers and address each of their specific business challenges. Below is a quick overview of SOAR's solutions.

Sales Analytics:

Allows sales and marketing leaders to make better business decisions by harnessing the power of actionable customer insights.

Sales Execution Assessment:

Enables sales organizations to understand the current state of their sales effectiveness so that they can identify and close gaps in effective sales execution.

Employee Analytics:

Enables sales organizations to drive improved performance by effectively hiring and developing top performers.

Sales Talent Development

Enables sales organizations to understand the current makeup of their sales talent, identify priority areas for talent development and deploy the critical sales skills their team needs to achieve results.

Sales Leadership & Coaching:

Enables sales leaders to lead and manage their organizations to achieve breakthrough results.

Funnel Forecast Management:

Enables sales organizations to drive predictable, repeatable results by implementing a consistent approach to Funnel and Forecast Management.

Strategic Account Execution:

Enables sales organizations to grow share of wallet and improve account relationships with their most strategic customers.

Strategic Opportunity Execution:

Enables sales organizations to improve win rates through a consistent approach to managing strategic opportunities.

Sales Analytics

What would be the impact for your organization of having actionable customer insights?

Imagine increasing your organization's revenue by \$23 million over 60 days. Customers using SOAR Performance Group's approach to Sales Analytics have experienced this type of result by turning data into insights and insights into meaningful activities that drive sales. The first step in our approach is to use the GAP Diagnostic™ to analyze both your internal data and customer data. The diagnostic then identifies your organizations biggest opportunities for:

- **G**rowth in Existing Accounts
- **A**cquisition of New Accounts
- **P**rofitability Improvements

Based on the insights that the GAP Diagnostic™ provides, we then align the organization around the specific actions that can be taken to capture these opportunities through our Sales Strategy Workshop and document the specific activities necessary to capture these opportunities at the executive, manager and rep level through our Sales Performance Roadmap. This process enables our customers to move from insight to action and action to breakthrough results.



SOAR Client Successes

- **\$23 million increase in revenue over 60 days**

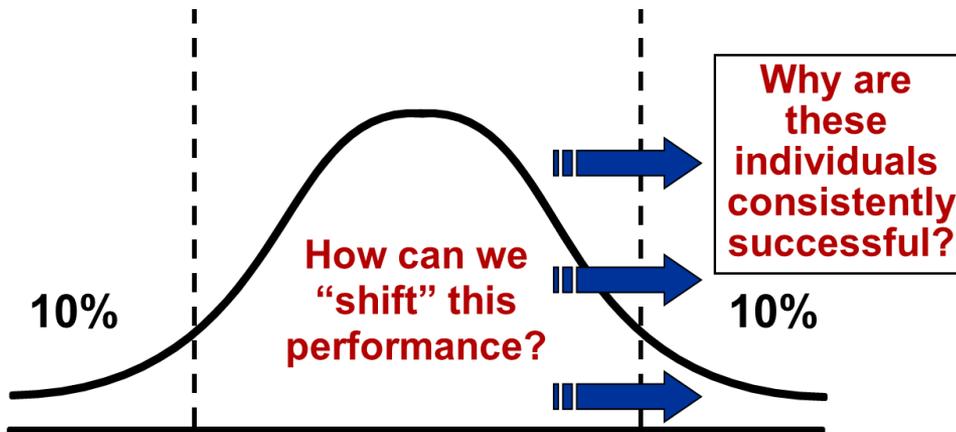
Sales Execution Assessment

What would be the impact of replicating your top performers?

What if you could replicate the performance of the top 10% of your sales force? What would the impact be on your business? The SOAR Sales Execution Assessment uses a best practice interview process to identify:

- What top performers do differently from average & low performers
- How top performers consistently win
- Organizational best practices for sales execution
- Organizational gaps preventing sales execution

Based on the findings, your sales organization will identify opportunities to leverage the best practices of your top producing sales reps and managers to shift the performance of your sales organization.



SOAR Client Successes

- 50% increase in pipeline for target solutions
- 140% increase in forecast accuracy
- 591% Increase in signed contracts

Employee Analytics

How important is it for your organization to hire and develop top performers?

Do you ever wonder why some of your team members consistently overachieve? SOAR Performance Group's Employee Analytics practice enables sales organizations to drive improved performance by effectively hiring and developing the top performers. Our approach to Employee Analytics begins with creating the SOAR Success Guide that defines the knowledge, skills and attributes necessary to be successful in a specific sales role. Once the Success Guide is developed, it can be used to:

- Assess current and potential employees' attributes and fit for role
- Assess current employees' performance against organizational expectations
- Coach and develop current employees to drive improved performance

Customers using our approach to Employee Analytics are able to realize meaningful improvements in productivity while reducing turnover and organizational churn.



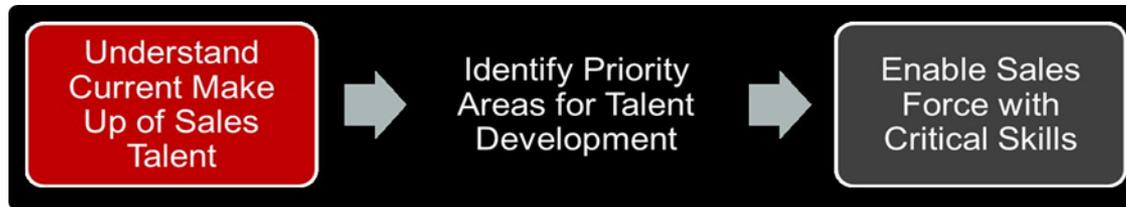
SOAR Client Successes

- #2 to #1 market position
- 40% increase in employee retention
- 46% Increase in account penetration

Sales Talent Development

What would be the impact if everyone on your team had the right talent to win in today's marketplace?

In order to consistently compete and win in today's world of rapidly changing buyer preferences, evolving competition, decreasing customer loyalty and disruptive technology, sales organizations must continually develop their talent. SOAR Performance Group's Sales Talent Development Practice enables sales organizations to:



We have helped some of the world's leading organizations develop skills such as:



Sales Talent Development programs developed by SOAR have been recognized for excellence and business impact by organizations such as the American Society of Training and Development, Brandon Hall and The Strategic Account Management Association.



SOAR Client Successes

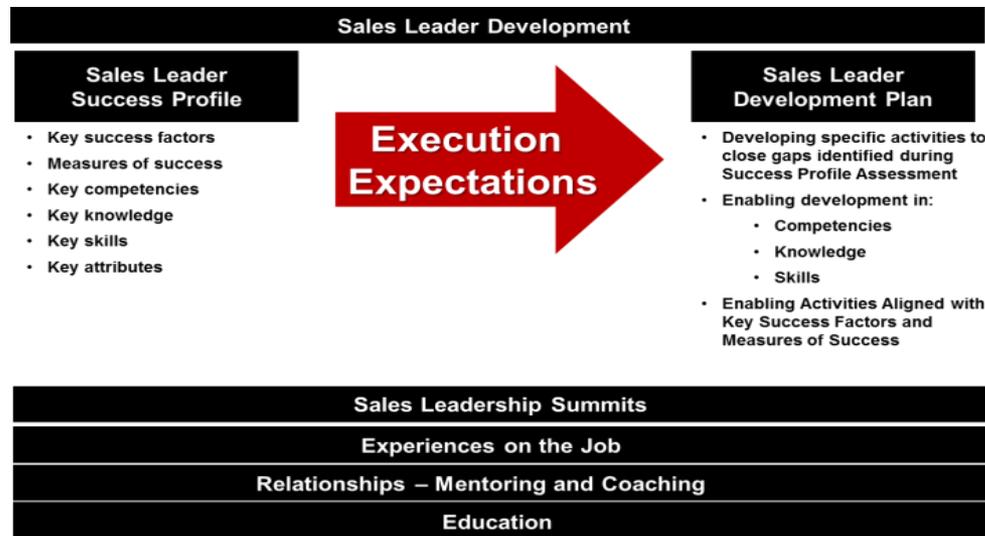
- 50% growth in pipeline for target solutions
- \$200K incremental opportunity per rep
- Reduced onboarding time from 18 to 6 months

Sales Leadership & Coaching

What would developing a world class sales leadership team mean to your organization?

Great Sales Leaders are catalysts that drive organizations to achieve breakthrough results, yet many companies struggle to consistently develop elite sales leaders. At SOAR Performance Group, we apply our proven approaches to Sales Leadership Development to enable organizations to reach new heights of performance. Our Multi-Dimensional Sales Leadership Development Approach includes:

- The Sales Leader Success Profile and Development Plan
- Business Planning Approach
- Sales Leadership Summits
- Execution Expectations, Coaching and Mentoring



Sales Leadership development programs developed by SOAR have been recognized for excellence and business impact by organizations such as the American Society of Training and Development and Brandon Hall Group.




SOAR Client Successes

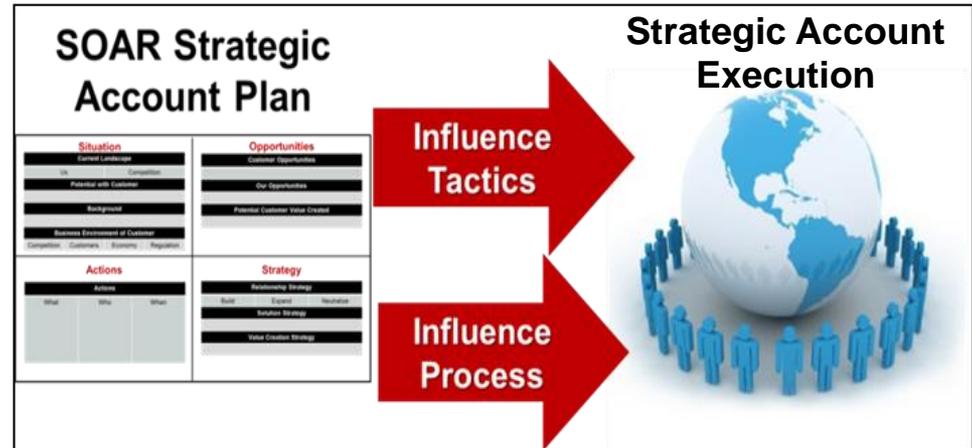
- \$250 million increase in revenue
- 5% increase in margin per manager
- 6% increase in revenue per manager

Strategic Account Execution

What would the impact be of growing revenue from your strategic accounts?

Most strategic account programs focus on complex account planning processes, but growth in Strategic Accounts doesn't come from planning, it comes from execution. This gap may explain why a recent survey of Corporate Executive Board members found that 41% of respondents were considering restructuring their Strategic Account Programs.¹ SOAR Performance Group believes that Strategic Account Programs must focus on execution in order to be successful. Our approach focuses on enabling growth in Strategic Accounts by:

- Implementing an intuitive planning process that can be easily developed, communicated and coached
- Enabling Strategic Account Teams with the influence skills necessary to gain internal commitment to executing the plan
- Providing Strategic Account Teams with the selling skills necessary to execute the plan at the customer level
- Empowering managers to effectively coach the execution of the Strategic Account Plan



Growth in Strategic Account revenue requires more than a plan, and SOAR Performance Group has helped leading global companies achieve growth in Share of Wallet by moving from plan to execution. The success of our approach has led the Strategic Account Management Association to award a SOAR designed Strategic Account Execution program with an award for Outstanding Corporate Performance in Strategic Account Management.

SOAR Client Successes

- Up to 10x growth in share of wallet
- \$15 million in incremental opportunities identified

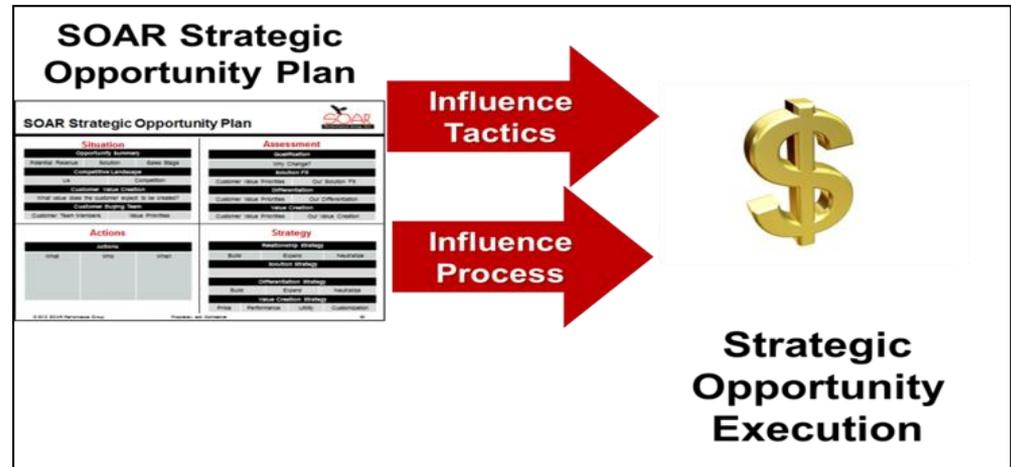
1. Corporate Executive Board "Pitfalls that can Torpedo your Key Account Program"
<http://www.executiveboard.com/blogs/pitfalls-that-can-torpedo-your-key-account-program/>

Strategic Opportunity Execution

What would it mean to your business if you increased your win rate for strategic opportunities?

How much would your revenue increase if you won 5% more Strategic Opportunities? How about 10% more? Many sales organizations have recognized that the gain would be very significant, and have tried to address this through a variety of opportunity planning methodologies. However, the traditional approach ignores a very important fact: Opportunity planning doesn't increase your win rate, Strategic Opportunity Execution does. SOAR Performance Group's approach to Strategic Opportunity Execution focuses on:

- Implementing an intuitive planning process that can be easily developed, communicated and coached
- Enabling Strategic Account Teams with the influence skills necessary to gain internal commitment to executing the plan
- Providing Strategic Account Teams with the selling skills necessary to execute the plan at the customer level
- Empowering managers to effectively coach the execution of the Strategic Opportunity Plan



Improving win-rate for Strategic Opportunities requires more than a plan, and SOAR Performance Group has helped leading global companies win more business through effective opportunity execution.

SOAR Client Successes

- 65 strategic sales wins in year one
- 296 additional opportunities identified in year one

ABOUT

SOAR Performance Group

SOAR is a customer focused sales consultancy headquartered in Atlanta, Georgia that applies an analytic and fact based approach to sales performance improvement.



CLICK HERE

To Learn More About SOAR

Recommended Reading

- 1. SOAR Sales Capital Management White Paper**