

WHAT WOULD IT MEAN TO YOUR BUSINESS IF YOU INCREASED YOUR WIN RATE FOR STRATEGIC OPPORTUNITIES?

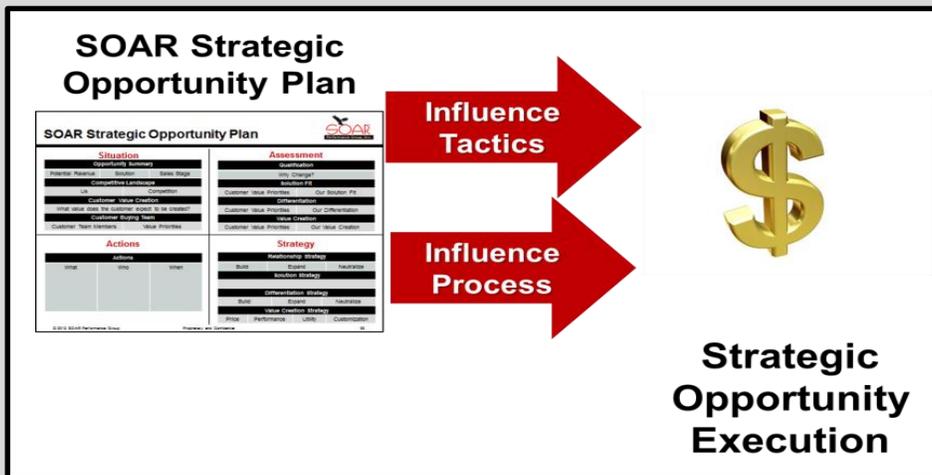


Who is SOAR Performance Group?

SOAR is a customer focused sales consultancy headquartered in Atlanta, GA that applies an analytic and fact based approach to sales performance improvement. Our customer success is achieved on a global basis through a custom process of insights, consulting and training centered around a comprehensive understanding and connection to each client's business. We call this unique approach Sales Capital Management.

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.

Value Delivered For:



Client Successes:

- * 65 strategic sales wins in year 1
- * 296 additional opportunities identified in year 1

What is Sales Capital Management?

A method that aligns your sales team, sales talent and customer engagement approach to drive profitable growth within your target customers.



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