

**STRATEGY**



**TACTICS**

Customer Challenges

Sales Methodology

Buyer Personas

KPI Business Results

Sales Objectives

Critical Success Factors

New Customer Acquisition

Onboarding/ Training

Content Portal

Buying Process

Cross-functional Alignment

Sales Structure

Sales Process

Customer Retention

Leadership/ Coaching

Internal Communication

Buying Criteria

Budget

CRM

Pipeline Management

Account Plans

Sales IT

Customer Satisfaction

**CUSTOMER**

**BUSINESS**

**OPERATIONS**

**PROCESS**

**PROGRAMS**

**READINESS**

**COMMUNICATION**

Ecosystem

Partner Strategy

Partner Platform

Account Mapping

Sales Campaigns

Playbook

Trusted Advisor Score

Win/Loss Analysis

Sales Segments

Sales Compensation

Tenders

Partner Campaigns

Partner Readiness

Partner Feedback

Deal Desk

Events

Tools

Advocates & References

Collateral / Content

**Sales Excellence Framework™**

The customer-driven methodology to enable sales success.

**PLANNING**

**EXECUTION**