

# 90 DAY GROWTH FRAMEWORK





PRESENTED TO



# OUR 90 DAYS STRATEGY



Develop/refresh sales strategies to focus on the highest potential, most profitable growth opportunities.



Optimize sales force coverage, job design and sales processes to improve return on sales investment.



Improve ways of monitoring and assessing sales performance and applying competency frameworks that produce hyper growth sales force.



Ensure alignment between strategy and compensation plans so that the right behavior and results are rewarded.

# OUR 90 DAYS TACTICS



## ASSESS

Data Driven Market  
Sensing & Intelligence



## PLAN

Segment growth, growth  
strategies and growth  
content



## IMPLEMENT

Calibrate activity to  
drive goal attainment



## EVALUATE

Data Analysis to  
gauge effectiveness

# ASSESSMENT

## PHASE

### 1 - 30 DAYS

#### KEY DELIVERABLE

Assessment Process Detailed

Report including:

- Detailed 30-60-90
- Revenue Segmentation
- Opportunity Segmentation
- Sales Process
- Incentive Structure
- Sales Activities
- Sales Results
- Resources
- Interview results from Partners
- Interview results from Lost Partners

## 1-30 DAYS

We will assess customer segments, including the needs and buying behavior of each segment, using market research, client feedback, historical sales data analysis, and insights from front line sales staff.

This process will bring to light the true incremental value of accounts in each segment by highlighting the opportunity to:

- Penetrate existing accounts with new or existing product and service offerings, and
- Acquire new accounts that have a similar profile but are currently not served

- Current Value Proposition
- Revenue Segmentation
- Opportunity Segmentation
- Sales Process
- Incentive Structure
- Sales Activities
- Sales Results
- Resources
- Partners
- Lost Partners

## KEY DELIVERABLE

Hyper Growth Program- Including Growth Content per segment with

Report including:

- Value Proposition
- High Impact Statements
- Database Development
- Coverage Model
- Segment specific Sales Training
- Refined Sales Process
- Communication Plan

# PLANNING

## PHASE

### 30-60 DAYS

# IMPLEMENTATION P H A S E 60-120 DAYS

## KEY DELIVERABLE

Implementation Document with

- Growth screening process
- Weekly Growth Agenda
- Activity Analysis
- Alternative Growth Prospecting Models
- Growth Metrics



We will set activity and result expectations for all members of the team including EG Advisor

We will fill vacant roles with new talent that have the right sales DNA. This DNA can quickly be identified in candidates by employing assessment tools and cultural assessment.

Our coverage model will be aligned with the known market opportunity.

We set account valuation thresholds to identify where field or inside resources are most appropriate, making sure not to over-invest.

# IMPLEMENTATION PHASE

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We will use geo-mapping techniques (visualizing geographic account distribution) to help quantify the cost to serve each account based on account call frequency, account density and travel assumptions and then continue to apply this methodology as accounts and resources change.

# COLLABORATION



DO YOU HAVE  
ANY QUESTION

