

Measure



Analyze



Coach

## On-Demand Sales Coaching



### Optimizer Sales Coaching Benefits:

#### - Increase Performance by 17%...

By providing managers and sales people with the best practices, you can move "Bs" to "As" and "Cs" to "Bs" or corrective action, sooner.

#### - Increase Sales Training Retention...

By reinforcing sales training and corporate education in the field through your front line sales manager, you can increase retention by up to 63%...

#### - Scalable and Global...

Whether you have 5 sales managers or 1,000, Optimizer's Sales Coaching module can scale. The application is also multi-lingual to support worldwide sales coaching initiatives.

#### - Stimulate Sales Performance 24x7...

Not just an annual event, Optimizer simplifies and automates continual evaluation and review processes.

#### - Let sales people drive themselves...

Optimizer provides a feedback loop where sales people can provide input on actions they will take to change behavior.

#### - Increase CRM utilization...

By integrating sales coaching with your CRM and creating relevant performance scores, Optimizer increases the incentive for sales to utilize the CRM platform more consistently.

#### - Direct your sales force...

Optimizer can be the tool that reinforces current initiatives. This allows for executive level goals to be continually coached down to the front line sales managers.



#### No More 80/20 Rule!

If 80% of your sales come from 20% of your sales force, you are not alone. Let ForceLogix show you how Optimizer can break all the rules!

Coaching is one of the most critical responsibilities of front line sales management but is also the most erratic in its application due to a lack of automation tools. Coaching efforts are rarely captured, documented and acted on in most sales organizations.

### The Quantifiable Impact of Sales Coaching

Research shows that sales reps that receive fewer than two hours per month of coaching achieve 90% of goals on average. However, reps that receive more than three hours of coaching each month perform at 107% of goal. The impact is striking: effective coaching delivers a **17% uptick in performance!** More powerfully, coaching is frequently the difference between reps making goal. Or not.

### Reinforce Training Initiatives

Coaching also provides the additional benefit of increasing returns on training investments. Reps typically fail to retain 87% of what they learned 30 days following the training. However, research shows that when training is complemented by in-field coaching and reinforcement, the training **ROI quadruples from 22% to 88%!**

### Sales Coaching within Salesforce.com

The ForceLogix Enhanced Coaching solution was designed to meet these specific challenges to sales performance management. Enhanced Coaching delivers a multilingual coaching process that can be easily and rapidly configured and deployed globally. This unique solution promotes the consistent execution of coaching and provides the ability to capture, evaluate and rank sales representative performance based upon customer-specific competencies and expectations.

*"ForceLogix, an early leader in providing a methodical approach to defining, analyzing and managing sales performance indicators, has a module to support the Coaching of sales individuals and leveraging the experiences of existing talent to improve the performance of the sales organization."*

Mark Smith, CEO  
Ventana Research



**Empowering the Art of Selling with Science**  
*What gets measured, gets done!*



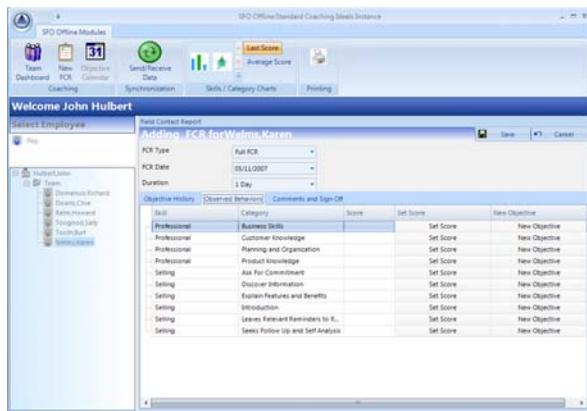
**On-Line Sales Coaching**

Consolidates all coaching into a single database that allows senior management and sales operations to look for sales training trends and opportunities.



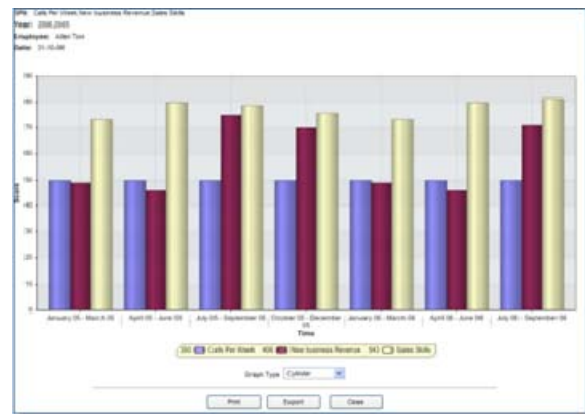
**Off-Line Sales Coaching**

Perform sales assessments from the field (car; coffee shop; ride-along wrap-up) without being connected. This information is synchronized to the central repository ensuring the manager is never out of touch.



**Configurable Assessments**

Adapt the sales coaching module to meet the needs and objectives of your company. This enables reinforcement of key sales initiatives throughout your sales management structure all the way down to the first line manager and sales people.



**Trending and Analysis**

Evaluate the impact of coaching by comparing individual performance to team roll-up performance over time. This information can be used to understand the best sales management practices as well as direct sales training initiatives.



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