

Letter from our President

Thank you for your interest in Resolution Systems, Inc.

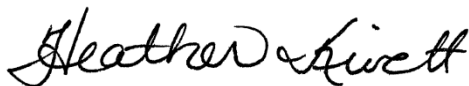
The last ten years have seen tremendous growth for our company. We continue to cultivate a culture of excellence with exceptional employees, trainers and coaches and a line of products and services that we constantly refine so as to provide maximum value and service to our clients.

RSI has had the pleasure of helping many businesses and professionals transform their sales operations for real results--including more efficient hiring processes, robust training programs, empowered managers and efficient sales teams.

While there are many other companies that offer sales training, Resolution Systems stands apart. That's because our focus is always on our customers.

- We are flexible. Our customers' challenges are unique. And so are the solutions we develop for them.
- We embrace informed change. From new technology platforms to teaching techniques, we adapt based on measurements and research.
- We are engaged -- and engaging. Our programs are energetic and interactive, while being on-target to your specific developmental objectives.

This is an exciting time for Resolution Systems. And we look forward to developing more solutions, discovering new ways of delivering information and creating success for even more sales professionals.



Heather Kivett
President

About Resolution Systems, Inc.

Resolution Systems provides premium sales development through in-depth assessment tools, customized sales and sales leadership training programs and coaching systems. We help businesses lay the foundation for systemic sales growth by focusing on the principles of hiring exceptional sales leaders and salespeople, implementing an easy-to-follow sales process, reinforcing it through on going coaching and providing the right tools.

Today, RSI is a growing, dedicated company partnering with our clients to help them achieve sustainable sales growth. Our sales and sales management training systems and tools are applicable for every level of the sales organization and every type of sales role. Our national clients range from medium-sized companies that need to quickly build a vibrant sales team, to Fortune 500 companies that want a proven sales model and a history of successful implementation across a large and diverse sales force.

Company Mission

Our mission is to help our clients achieve their unique sales objectives through our portfolio of innovative and customized solutions: research, analysis, training, coaching, feedback and evaluation.

Our Products and Services

Assessments

Sales Champion Battery™

The Sales Champion Battery™ is our online sales assessment test used for Outside Sales, Inside Sales, Account Managers and Major Account reps. More than just a sales personality test, the Sales Champion Battery™ is actually four assessments in one! The Sales Champion Battery™ measures selling skills, sales personality, sales motivators and sales attitude. By assessing these four unique aspects of an incumbent or sales candidate, you have a tool that provides significant insights into performance capacities that help you make intelligent decisions about growing and developing your sales team.

Compare the Sales Champion Battery™ to other major sales assessment tests and see how we are different, more in-depth and capable of identifying what you really need to know about a sales candidate or incumbent.

Sales Personality

Personality fit with a job is vital, and the Sales Personality portion of the Sales Champion Battery™ measures personality traits of a salesperson's natural and adaptive behavior styles. Using the proven DISC model, this section can help improve your sales team's productivity, ensure a behavioral fit between candidates and the sales job, help you to understand the temperament of your salespeople, and to know how to coach and lead your team based on their unique communication styles.

Sales Motivators

The Sales Champion Battery's™ Sales Motivators measures a salesperson's core motivation – the driving force behind their performance. You must understand what motivates a sales rep to ensure that you create the most motivating conditions for them to succeed.

We measure seven distinct motivators to discover if the sales rep's motivators align with what the job rewards. If there is conflict between the two then the probability for success is low and turnover is high. If alignment exists between the sales rep's motivators and their job then job satisfaction and performance are high.

Sales Mentality

Wouldn't you love to open the mind of a sales candidate and look around for a while to find out if they can actually sell? Have you ever wanted to get to the root cause of why an incumbent sales rep won't cold call or just can't seem to close the sale?

The Sales Champion Battery™ Sales Mentality assessment is your tool for getting inside the thoughts and judgments of sales candidates and incumbents to understand how they think.

Sales Skills

Our battery of assessments also measures a salesperson's knowledge of the consultative sales process with the Selling Skills Assessment. Even if your candidate has a decade of sales experience, that does not mean they can sell for you. If a sales candidate or incumbent does not have the necessary skills, they can be taught, but you need to know what they do and do not know.

The 5 Applications of the Sales Champion Battery™

1. **Hiring** – Discover those “intangible” personal sales capacities that a candidate possess with our sales assessment to determine their fit with the job and probability of success. This is not measuring experience, but rather the personal skills which drive behaviors and decisions. You can have a very experienced sales rep, who is a poor fit and not good at professional selling. They just happened to have been that role for a while and can interview well. The Sales Champion Battery™ gets “behind the mask” of a candidate to help you make a well-informed hiring decision.
2. **Troubleshoot Performance Problems** – Don’t you wish all salespeople came with a User’s Guide? A misdiagnosed sales performance problem will lead to more and more frustrating attempts to get a salesperson to sell... with failed results. When a salesperson is not performing, the first question to ask is “Why?” Every non-performing sales rep has a reason. It may be an internal or an external factor affecting their ability to perform. With the Sales Champion Battery™ we can determine the “source” of the problem and identify how to correct the situation.
3. **Development** – What do you do with top reps? Make them better! It’s about how well your salespeople understand what it will take for them to move to the next level of performance. If there’s a particular area that they need to work on, we can identify that. We can help you develop an action plan to drive your top reps to greater results. Regardless of their experience and tenure, good sales reps can get better and The Sales Champion Battery™ is your roadmap for improved sales performance.
4. **Promotion** – Looking to move a salesperson into a new role or up the chain into management? Proceed with caution! When moving a top performing sales rep, you might end up losing a great salesperson and gaining a terrible Sales Manager. The Sales Champion Battery™ assessment can help you make promotion decisions that leverage your team’s strengths. What’s the payoff? You’ll be able to promote leaders who can take your team to a new level of performance, while protecting your talent investment.

	Meyers-Briggs	Caliper	Predictive Index	Profiles Int.	SalesTest Online	SALE CHAMPION BATTERY™
Sales Personality						
Sales Motivators						
Sales Mentality						
Sales Skills						

Sales Training

Our RESOLUTION SellingSM Sales Training program teaches your respective sales team a systematic, step-by-step sales process that equips them to consistently meet and exceed their sales quotas. They learn to think more strategically, approach prospects with confidence, develop pipelines more effectively and sell solutions that target their clients' most pressing business issues.

We offer three (3) versions of RESOLUTION SellingSM each geared to the needs of the salesperson in Outside Sales, Inside Sales or in a Major Account sales role.

Outside Sales Training

RESOLUTION Selling[®] for Outside Sales is tailored for the outside sales rep that sells to midmarket sized companies. These sales reps typically engage in proactive prospecting for new business or they manage existing accounts in a particular region or territory.

Inside and Telesales Training

In addition, RESOLUTION Selling[®] for Telesales, our inside sales training program, focuses on the role of the rep that sells over the phone. Whether inbound, outbound or retention reps, we provide a proven methodology for maximizing each sales opportunity.

Major Account Sales Training

Finally, RESOLUTION Selling[®] for Strategic Sales offers a training solution for the Major Account or Enterprise reps – those that sell to large customers through a more complex sales process with an extended buying cycle.

Sales Management Training

RESOLUTION Coaching[®]

RESOLUTION Coaching[®] is our Sales Leadership training program. It integrates sales leadership systems and resources to give participants the skills and tools needed to drive sales and achieve their team's quotas. They will learn how to coach, create developmental plans, define roles, conduct sales meetings and facilitate one-on-one sessions in order to meet or exceed quotas consistently. In addition, they will discover how to easily identify someone who merely interviews well but can't perform versus someone who can actually deliver tangible sales results consistently.

To achieve the best value for our clients we customize each training course to meet a company's needs. Please feel free to contact us and learn more about how we can create an on-target training solution for your organization.



CASE STUDY: How eCornell Achieved Consistent Sales Growth and Nearly Doubled its Retail Revenues

eCornell is a wholly-owned subsidiary of Cornell University – an Ivy League institution with a stellar reputation. Each year the company delivers online learning for professional and executive development to more than 30,000 students in 190+ countries. Working with Resolution Systems, the company’s sales team has achieved consistent improvements in performance – including an 86% year-over-year growth in revenues.

The Challenge

Founded in 2000, eCornell has quickly become one of the most trusted names in online learning. The company has relied on two, market-focused sales teams to grow its business. A Retail team recruits individual students, while a Corporate team sells eCornell courses to businesses around the globe.

Though the company was successful from the start, both sales teams struggled with a lack of consistency. Enrollment and revenues varied widely from month to month, with little predictability.

“We would have a very good month and then a very down month as we rebuilt our sales pipeline,” says Maureen Updike, VP of Human Resources, Student Services and Retail Sales. “In addition, our close rate was really low. We had excellent people, but some were simply better than others at connecting with our clients.”

After a top-to-bottom analysis against best practices, the eCornell leadership team decided a critical component was missing. The organization lacked a formal training process for teaching its sales teams how to qualify leads and close sales in a consistent fashion.

To fill the gap, eCornell executives decided they wanted more than a sales training provider. They wanted a strategic partner who could help them hire the right people, develop the right capabilities and adopt an effective selling process. Updike and a colleague researched available providers and independently came up with the same answer: Resolution Systems Inc.

The Solution

Resolution Systems has partnered with eCornell to transform its sales team, beginning with the Retail side of the organization.

The first step: The Resolution Systems Sales Champion Battery™ was used to assess current team members against more than 60 attributes important to any sales job, including selling behaviors, motivators that drive performance, cognitive characteristics that impact success, selling skills and knowledge of the selling process. Updike says the results helped Retail enrollment counselors understand their shortcomings and what they needed to do differently.

“We identified right away that one of our key players had a large gap between who she was and what she was trying to do,” Updike says. “She was strong in customer service, but not in type of selling we do. It was eye-opening for all of us, and she left the company. We became very aware of why these things were important and needed to be understood.”



The assessment process also provided a powerful context for training Resolution Systems delivered in the IMPACT Selling® process. Team members were taught to think more strategically, prospect more effectively, advance the sales process and become a valued partner to clients.

Long-term reinforcement ensured eCornell received an optimal return on its training investment – including regular coaching calls to keep individuals focused on key principles that could help the organization build its bottom line. With an Executive Sales Coach to guide the discussion, the team explored sales pipelines and how IMPACT Selling® applied to strategies, issues and opportunities.

The results were readily evident.

“Team members were immediately taking what they were learning through training and coaching and using it – pushing it right out into our operation,” Updike says. “We could see they were becoming stronger and more consistent in qualifying prospects and in knowing ‘what to do when’ during the sales cycle. It began to improve our close rate and impact revenue. We kept looking at the data and the performance and saying ‘this is really good.’”

Updike credits much of the change to the follow-up Resolution Systems provides. During regular coaching calls, team members had a safe venue for discussing issues, including where they might have lost focus or slipped into bad habits.

“What I saw was a powerful continuous learning model focused on individual improvement and transitioning concepts into action,” Updike says. “We were taking a selling process that seemed so logical to me and reinforcing it until it wasn’t a new thing anymore. People were getting to the point where they really understood and could quickly turn the corner on qualification.”

The Results

After training and coaching in IMPACT Selling®, members of eCornell’s retail sales team have experienced an **86% year-over-year growth in revenues**.

“They are on fire and have moved every bar you can move,” Updike says. “So many other training and development firms drop in with an energized speaker, tell your team what to do and then are out of there. But Resolution Systems offered us more than a cheerleading exercise. They had a complete, step-by-step process that began with assessments and included both training and follow-up. We found other firms with pieces of what we needed, but no one else could provide us with the whole thing.”

Updike also says she values the relationship between Resolution Systems and the eCornell team.

“They’ve become our trusted partner and someone to help us address the kinds of things you need to know to do a better job,” she says. “Rather than trying to ‘super sell’ us, they point out the issues and help us evaluate our choices. As a result, we’ve moved closer to where we want to be in a very consistent fashion.”

Taking the same success model into Corporate sales

Based on the successes on the Retail side, eCornell is now working with Resolution Systems to transform its Corporate sales team as well. As a first step, eCornell wanted to fill key openings with individuals well-suited to the demands of the job.



“You’ve got to have a lot of things right to succeed,” Updike says. “You need good marketing to drive leads. But you also need good people. It takes time to build a relationship with a corporation and to land a sale, so turnover is costly. We knew we needed to add the right people to build a more sustainable situation and leverage our business forward.”

Resolution Systems worked with eCornell to:

- Define the characteristics of an ideal candidate
- Develop interview questions to align with the specific capabilities needed
- Administer the online Resolution Systems Sales Champion Battery™ to promising candidates
- Evaluate the results and rank candidates based on eCornell’s benchmark criteria

After in-person interviews, eCornell selected the cream of the crop to join its team. The VP of Corporate Sales was trained by Resolution Systems in sales management, while his new salespeople have just completed the IMPACT Selling® course.

“It was great to watch what happened,” Updike says. “We had one person who was vehemently against training based on a previous bad experience. But within the first 15 minutes of working with Resolution Systems, he didn’t question what we were doing anymore. We can’t wait to see what this team can do.”

The problem:

- Inconsistent sales performance

The solution:

- Benchmarking and assessments to guide hiring and development
- Training focused on consistent, repeatable processes
- Follow-up coaching to reinforce classroom training under real-world conditions

The results:

- 86% year-over-year improvement in revenue and an “on fire” sales team