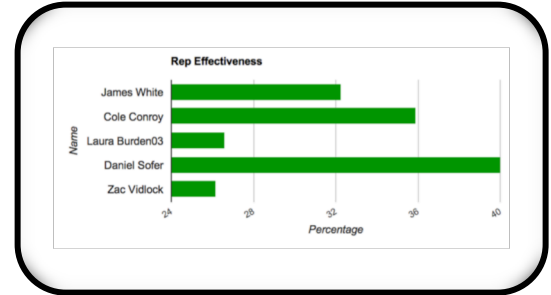


What is a Diagnostic Evaluation?

The ConnectAndSell Diagnostic Evaluation will help you answer three questions:

1. How well do our Sales Reps Engage?
2. How good is my list?
3. Which Message resonates the best?



How does the Diagnostic Evaluation work?

For 4 weeks 2 of your reps will have the freedom and flexibility to use ConnectAndSell *whenever* they'd like. Each Sales Rep is granted unrestricted access during standard business hours to have targeted conversations as often as they choose, for as long as they want.

(Recommended min usage is 5,000+ dials, 250+, Conversations)

4 Weeks
+ 2 Reps
= 1 Powerful Experience

Your dedicated Customer Success Manager will be with you every step of the way to ensure that you are fully configured for success. We have a proven, simple and effective methodology to deploy ConnectAndSell and will work with your team closely to ensure you see the extraordinary value of our solution. Through a series of short meetings we will cover the following steps:



What results can I expect?

During the Diagnostic Evaluation you will learn **exactly** how your Sales Reps, Lists, and Message stacks up against other similar companies in several areas including: Dials made, Conversations, Meetings, Referrals, and more. At the completion of the Diagnostic Evaluation, your Client Services Manager and ConnectAndSell Executive Sponsor will make several recommendations that will have lasting impacts on your business.

Name	Benchmark	Value
Negative Dispositions	50 and above 20 - 50 0 - 20	60.36 %
Average Connects per Hour	0 - 5 5 - 10 10 and above	5.67
List Difficulty	20 and above 10 - 20 0 - 10	16.64 %
Meetings Set	0 - 10 10 - 20 20 and above	10.75 %
Positive Dispositions	0 - 20 20 - 50 50 and above	30.09 %
Average Agent Navigation Time per Hour	50 and above 20 - 50 0 - 20	0.02 mins
Average Attempts per Hour	0 - 20 20 - 50 50 and above	86.91
Bad Number	15 and above 10 - 15 0 - 10	8.41 %
Dial/Connect Ratio	40 and above 30 - 40 1 - 30	15.34
Early/Late Sessions	20 and above 10 - 20 0 - 10	0 %
Average Wait Time per Hour	10 and above 5 - 10 0 - 5	0.01 mins

How do I get the most out of the Evaluation?

Be sure you and your team are ready to experience the power of ConnectAndSell. Think about the following as you prepare for your Evaluation:

Consider all Use Cases	Who do you want to talk to the most? Consider several use cases: business development, inside sales, account management, field sales.
Select the Right Participants	Which reps have a burning desire to be on the phone? Select strong reps that are comfortable having a lot of conversations.
Prepare your Target Lists	Are you organized to have a lot of conversations? Prepare one or more lists with targets that align with your ideal prospect profile.
Ready your Messaging	How do you earn a prospect's attention in less than 30 seconds? Put some thought to your pitch and messaging.
Evaluate Technical Options	Are you streamlined for success? If you use Salesforce.com or Microsoft Dynamics CRM we offer a synchronization framework.
Gather Resources	Is everyone ready to participate? Have your Executive Sponsor, Line Managers, and CRM administrator ready to participate in the kick off.
Define Expectations	What can you achieve? Clearly define your success criteria for the two week paid trial and come to the kick off ready to discuss.