



AA-ISP

Inside Sales Organizational Index

# ISOI<sup>TM</sup>



# AA-ISP

## The ISOI™ Certification

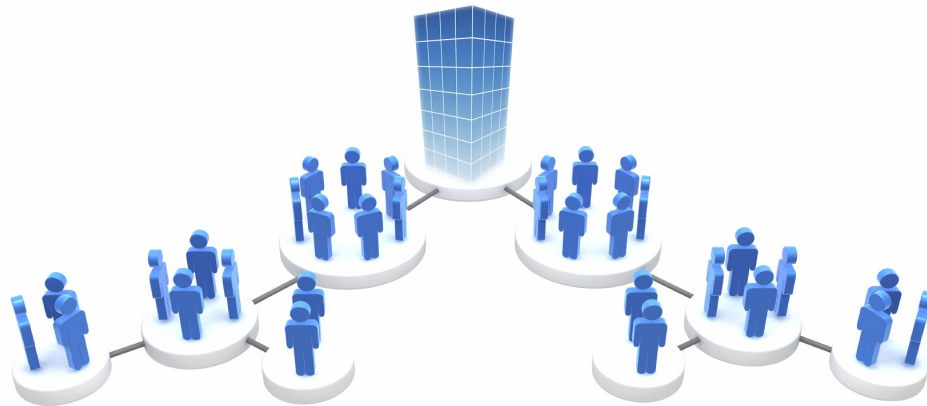
### Inside Sales Organizational Index - ISOI™

The Inside Sales Organizational Index (ISOI™) is our profession's first organizational certification which is designed to help meet the demands of rapid adoption and growth. Business and corporations of all sizes are leveraging AA-ISP resources to help them improve and stay abreast of the latest trends, technologies, and selling disciplines. Many of these progressive organizations have goals to become "best-in-class" Inside Sales operations. The ISOI™ helps with this challenge by providing internal assessment against an established set of standards.

### The ISOI™ Program – Standards & Industry Best Practices

The AA-ISP understands all organizations are different. No matter the size of your team, whether it's 5 or 5,000, the ISOI™ can help you take your organization to the highest levels of execution. The entire process of earning the ISOI™ Certification will help your organization be viewed both internally and externally as an employer of choice who strives for excellence.

Many organizations pride themselves on the certification of individuals; this program offers that same gold standard to organizations as a whole.



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## ISOI™ Certification Score

### 1,200 Total Points Available

The ISOI™ certification is awarded based on an index score with the maximum available of 1,200. Organizations are scored in 12 assessment areas including:

- Sales Metrics - Results, KPI's, Activities, Statistics
- Performance Management
- Compensation and Reward
- Sales Processes - Pipeline, Territory, Lead, Account, Sales
- Recruiting and Hiring
- Training
- Sales Technology and Tools
- Sales Culture
- Rep Competence
- Management / Leadership Competence
- Executive Sponsorship
- Sales & Marketing Integration

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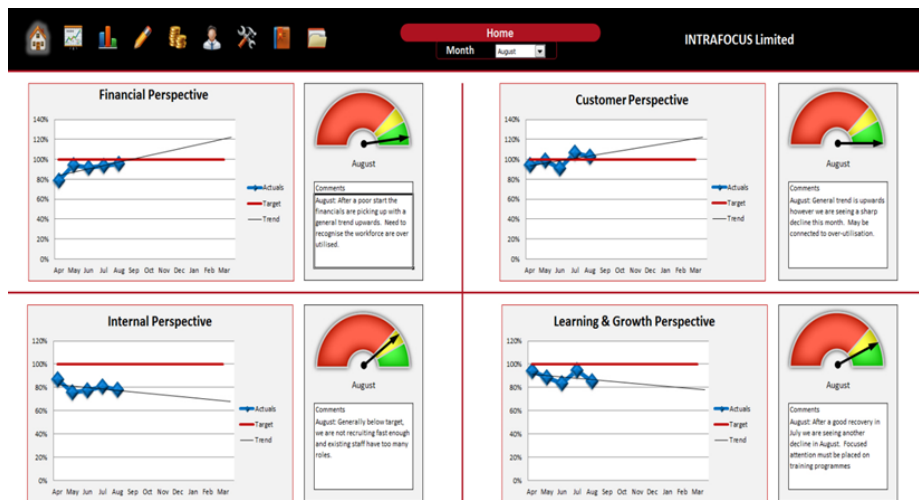


**ISOI™ INDEX SCORE**

Certification levels are based on an aggregate score

- Level 1: 1,000+
- Level 2: 850-999
- 750-849: Pending Certification
- 749 or below: No Certification, organization needs improvement and reassessed

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## The ISOI™ Certification & Authorized Delivery Partners

### 5 Reasons to Consider ISOI™ Certification

#### Know Where Your Team Stands

The ISOI™ will provide you with a complete picture of the health of your organization across 12 areas most important to the execution of a high-performing Inside Sales operation.

#### Reach Organizational Excellence

Receive a prioritized roadmap allowing you to focus on the improvement of critical areas.

#### Gain Executive Buy-in

Sell the value of Inside Sales internally and establish your organization as critical to your company's overall success.

#### Become the Employer of Choice

Your certification tells current and future employees that you are among the best of the best and serious about ongoing organizational improvement.

#### Set Yourself Apart

Your ISOI™ Certification brings your company the prestige associated with the highest AA-ISP standards of Inside Sales operational excellence.

### AA-ISP Authorized Delivery Partners

The AA-ISP has partnered with The Bridge Group, Inc. With the AA-ISP Authorized Delivery Partner, your organization will receive consistency in scoring and deliverables across the AA-ISP's set of industry standards.



*Build. Expand. Optimize.  
Sales Strategies*



AA-ISP Authorized  
Delivery Partner

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## ISOI™ Inquiry Process

### ISOI™ Proposal

Organizations interested in learning more about the ISOI™ process should contact the AA-ISP. Our initial discussion will cover your needs, the process, and any questions you may have.

### Inquire for information:

Inquire at <https://www.aa-isp.org/ISOI.php>

### Contact AA-ISP:

Visit our web site at [www.aa-isp.org](http://www.aa-isp.org)

Contact AA-ISP Member Services at the following:

**E-mail:** [memberservices@aa-isp.org](mailto:memberservices@aa-isp.org)

**Phone:** 1-800-604-7085 ext. 120