

## Optimizing Sales Performance

As Ashlar Performance Group, our vision of Optimizing Sales Performance focuses on the complete sales effort - its Sales Reps, Sales processes and integration with the organization. Key Elements of our approach:

- Assessing whether the right people are in the right roles
- Providing the necessary skills, processes and motivation for each team member to succeed
- Ensuring that the Sales team strategy complements organizational goals

Assessing whether the right people are in the right roles&bull;

- Role profiling (either developed or acquired)&bull;
- Sales Simulator assessments per position&bull;
- Review sales organizational structure relative to sales strategies

Providing the necessary skills and motivation for each team member to be successful&bull;

- Sales training curriculum design&bull;
- Sales coaching design and implementation&bull;
- Integrating training and coaching into the ongoing processes

Ensuring the sales team strategy complements the overall organizational goals&bull;

- Review Sales compensation plans and quotas&bull;
- Overlay Sales company strategic plans onto Sales strategies&bull;
- Design and implement actions into Sales plans

Achieving optimal Sales results&bull;

- Customized implementation of the above in concert with the client organization&bull;
- Review of internal systems and processes &ndash; design changes as needed&bull;
- Assess team dynamics and physical environment &ndash; match as appropriate&bull;
- Development and implementation of a Sales Transformation Program