



DISCOVER The Opportunities in Your Business



- *Does the sales training program provide the target market and target buyer knowledge required to shorten the sales cycle?*
- *Assessing the communication process from senior management through the sales organization and the input into sales training program*
- *Does the training program identify the most important value propositions by offering?*
- *Does the training program include an overview of the process to identify and prioritize the most important market opportunities?*

Sales Training Assessment- *We have identified the knowledge and associated support processes that organizations must provide and or review during the sales training process to ensure success of the sales organization.*

Sales Training Assessment (STA). Working with your project team we evaluate and score the 11 most important subject areas required for successful execution of the sales training program. We then review and score approximately 68 specific steps, tasks or processes required to accurately identify the risk and the opportunity for specific market offerings.


STA identifies what is needed, and if not available, the impact to the sales process based on the content of the sales training program.

Some examples of the areas covered include:

- Overall training program content
- Enterprise support to the training program
- Process to identify market value
- Knowledge of current and future offerings
- Sales cycle
- Communication process
- Process to understand buyer business processes and models
- Knowledge of target market and target buyers

Value from STA

- Prescriptive and predictive
 - What has to be done, how to do it, how to measure how well it is done
 - Identifies critical missing elements of the enterprise sales training program

 SALES TRAINING PERFORMANCE SCORECARD NorthPoint's Sales Training Assessment ©	ACME	BEST	ACME
	PERFORMANCE	IN CLASS	PERFORMANCE
	POINTS	POINTS	PROFILE
GENERAL SALES MANAGEMENT TRAINING PROGRAM CONTENT	4,663	8,211	56.79%
SALES TRAINING PROGRAM DEMONSTRATES THE EFFECTIVENESS OF THE ACME PROCESS USED TO DEVELOP THIS SERVICE AFTER SALE OFFERING INITIATIVE	4,109	6,575	62.50%
ENTERPRISE ORGANIZATION SUPPORT TO THE SALES FORCE	3,456	5,529	62.50%
THE SALES CYCLE PROCESS AND ITS CONTENT ARCHITECTURE COMES DIRECTLY FROM THE INDUSTRY, TARGET MARKET AND CUSTOMERS / BUYER EXPERIENCE	4,056	6,489	62.50%
PROCESS TO IDENTIFY THE TARGET BUYERS	2,961	4,737	62.50%
PROCESS TO UNDERSTAND THE CUSTOMERS / BUYER BUSINESS PROCESSES AND BUSINESS MODEL	2,468	3,949	62.50%
PROCESS AND TECHNIQUE TO IDENTIFY THE MARKET VALUE OPPORTUNITIES FOR THE TARGET MARKET	4,204	6,727	62.50%
PROCESS TO IDENTIFY AND PRIORITIZE THE MOST IMPORTANT OPPORTUNITIES IN THE CUSTOMERS / BUYER ACCOUNT THAT PROVIDES THE MOST VALUE AND SHORTEST SALES CYCLE, THE BEST IMPACT TO THE BUSINESS MODEL FOR ACME AND THE CUSTOMERS / BUYER	3,137	5,020	62.50%
KNOWLEDGE OF THE CURRENT AND FUTURE SERVICE AFTER SALE OFFERINGS	4,518	7,229	62.50%
EFFECTIVENESS OF THE COMMUNICATION PROCESS BETWEEN THE SENIOR ACME SALES MANAGEMENT AND THE SALES FORCE	3,003	4,804	62.50%
THE SALES TRAINING PROGRAM DEMONSTRATES ACME'S KNOWLEDGE OF THE TARGET MARKET	3,347	5,355	62.50%
PERFORMANCE INDEX			61.77%
RISK INDEX			50.20%

- Increases the Knowledge, Experience and Performance (KEP™) of the enterprise
 - Gain deep understanding, buy-in and follow through across the organization from collaborative methodology
- Significantly increases team commitment to:
 - Risk priorities
 - Risk activities

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