

## Create and Implement a “Revenue Acceleration Plan”

### Discovery

Interview a few:

- » Key internal people
- » Happy customers
- » Prospects who did not buy

Review:

- » Sales tools (software and collateral), recent campaigns, metrics
- » Competition

Recommendations re:

- » Sales and Marketing Effectiveness

### Market Penetration

Align on:

- » Target market
- » Value proposition
- » Sales/Buying Process Milestones
- » Best prospect criteria
- » Lead ranking (A, B, C)
- » Gaps in sales process support & selling tools
- » Priorities
- » Metrics to drive results
- » Action plan

### Sales Effectiveness

- » Sales (2.0) methods to accelerate sales results
- » Optimal use of human and online interaction
- » Build new methods and selling tools into the sales process
- » Recommendations re Sales & Marketing (2.0) software to support the sales process
- » Sales team readiness

### Selling Tools

- » Identify, develop online/offline tools for each buying milestone
  - Web presence
  - Demand generation
  - Sales collateral
  - Demos, ROI tools
  - Self-serve
  - Social networking
- » Campaign implementation support

### Performance Management

- » Manage successful adoption of new sales and marketing strategies, methods and tools
- » Track behavior and results vs. key metrics and fine-tune approach to drive success

60 - 90 Days 