



If Your Sales Team Has Doubts, Your Customers Will as Well

Sales Confidence Index

The first sale is in the minds of your salespeople

The Importance of Confidence

Experienced executives know that the difference between success and failure rests squarely on the quality of the people representing the company. Even if you have a superior product and strong sales processes, if your sales team is not engaged or lacks confidence (in themselves, in the product, or in the company), achieving your goals will be an uphill battle. It becomes even more complicated and challenging if you employ a multi-channel sales strategy to reach your revenue objectives. Confident sales teams, on the other hand, are not only motivated to win, but will find new ways to make your company a success. Primary Intelligence's Sales Confidence Index (SCI) provides your organization with crucial information about your sales channels' level of confidence, providing you with best practices that you can use to improve performance, and identifying the root causes for why your team isn't as confident or engaged as it should be.

The Foundation of Success

Many companies have strong marketing research or PR programs in place to help gauge how they and their solutions are seen by prospective customers. However, many of these companies neglect to analyze the other side of the relationship: how they are seen by the people representing the business. By maintaining an external focus, these companies are ignoring an important truth:

*If your sales team has doubts,
your customers will as well.*

In fact, there is a direct correlation between the confidence of your sales team and your sales performance. If your sales confidence drops, and nothing is done to correct the situation, within three to six months your organization's win ratio will suffer as a result. On the other hand, a jump in your sales confidence will create measurable results in a matter of quarters. This makes sales confidence a powerful leading indicator of your company's success.

Sales Confidence Index Helps:



Sales Managers

Let's face it. There are very few people who will be honest directly to your face, especially if they are your subordinates. SCI provides insight into the heart of your sales force. With this tool, you can pinpoint concerns and training issues which will improve your team's ability and desire to sell your products.



Executives

Nothing helps executives make strategic decisions like strong corporate intelligence. SCI gives executives an ear on the street. Sales trends are leading indicators of economic and industry changes. This information gives you a better perspective into the marketplace and improves the future direction of the company.

Key Benefits

- Pinpoint the most important confidence and attitude factors in your sales force.
- Monitor your sales team's level of engagement.
- Identify areas of risk before they become critical issues in performance.
- Ascertain the perception about your competitors.
- Develop better-informed training strategies for improving sales.
- Monitor the impact of company initiatives, programs and policies.
- Allocate resources to areas that will have the greatest impact.
- Predict future sales trends based on current attitudes.

Systematic Measurements

To get an accurate measurement of your sales team's confidence, you must examine four basic drivers of confidence: your team members' confidence in themselves, the company, the product, and their ability to compete. Using a concise, confidential online interview, Primary Intelligence measures the key influencers of your sales team's confidence in the areas of knowledge, passion, and performance. The SCI tool then presents the findings to you through customizable, easy to understand metrics that let you track how the most important drivers of confidence are trending over time.

Because Primary Intelligence is an objective third party gathering this information and presenting the responses in a way that preserves anonymity, you can be assured that you will receive data that is more candid and honest than what you would receive through anecdotal evidence or brainstorming sessions.

A Precise Indicator of Success

SCI's Web-based application provides index scores on 19 key factors that influence your sales team's confidence and performance (see figure 1). These scores give you precise indicators of future risk, allowing you to allocate your resources and time to those areas that will give you the greatest return on investment. This analysis gives you a three- to six-month window to make any necessary changes before potential risks become actual issues.

Monitor Direct and Indirect Sales Channels

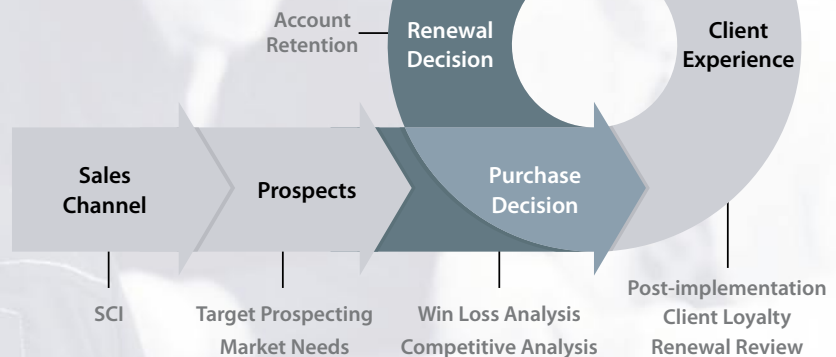
SCI is the only solution that gives you a complete understanding of your sales team's level of engagement. Through SCI's customizable dashboard, you can rapidly progress from taking a general reading of your sales team's morale to trending their confidence in 55 discrete areas—giving you the information to tailor your training and sales initiatives to those areas that will have the greatest impact on your bottom line.



Figure 1: Online SCI Application

Primary Intelligence The Client Cycle

Solution-mapping to the needs of the client or prospect.



© 2007 Primary Intelligence Inc.