



2012 Spring Sales Operations Clinic

Improving Sales Yield—Measuring, Managing and Improving Sales Productivity

New York City
March 29, 2012

San Francisco
April 17, 2012

Chicago
April 24, 2012

AGENDA

8:00 am - 4:30 pm

8:00 am - 8:30 am

Continental Breakfast

8:30 am - 10:00 am

Sales Productivity — Defined and Measured

- The Compelling Case for Improving Sales Productivity
- Definition of Sales Productivity
- Sales C.A.R.E.S.
- Sales Productivity Metrics
- Sales Management Model — How Sales Departments Work
- Sales Growth Model and the Evolution of Sales Resources

10:15 am - 12:00 pm

Sales Productivity Levers

- Lead the Sales Force
- Call on the Right Customers
- Optimize Sales Force Structure
- Improve Quality of Sales
- Increase Selling Competency
- Increase Performance Accountability

12:00 pm - 1:00 pm

Lunch

1:00 pm - 2:30 pm

Sales Productivity Improvements — Assessment and Design

- Business Unit Alignment
- Measurement Methods
- Assessment Validation
- Program Design
- Shift and Lift
- Sales Strategy Plan

3:00 pm - 4:30 pm

Program Implementation

- Executive Team Support
- Leadership/Merchandising
- Sales Transformation
- Multi-Year Commitments
- Your Action Plan