

helps good companies become great through the pursuit of sales excellence. These companies have expressed the following difficulties in running a profitable and productive business.

Please check any that apply to your situation:

- € Our company doesn't have a common sales or customer language.
- € We don't have a consistent sales process here. Everybody seems to be doing his or her own thing.
- € We are consistently getting pressured to drop price, the reps are unable to sell on VALUE.
- € Forecasting is a big problem here. Our reps can't predict when a sale will close or why.
- € Sales cycles are getting longer; more decision makers have to get involved these days.
- € The RFP process drains a lot of resources and we rarely win the business.

- € Our reps are calling way too low in their prospect organizations. It takes too long to get to the decision maker, if they get there at all.
- € Our reps don't know what to say when they encounter someone at the "CxO" level.
- € We are missing many opportunities for up/cross selling our solutions in other areas of an organization.
- € Our reps keep missing the big picture. That is, how to sell ALL our solutions enterprise wide across an entire organization.

- € The majority of our sales force has been with us less than one year.
- € I'm not so sure we are hiring the right type of sales rep with the right type of selling skills for this job.
- € Training is a big investment of money and time. We have to first send our people to product training and then sales training. Then they need at least 6 months valuable field time to try and pull it all together!
- € It's hard to find time to implement something new and to follow up on training
- € We have an extremely tight budget.
- € We only hire reps that have a proven track record in sales. Why can't they successfully sell OUR products?
- € We have done training in the past, but we never saw any real positive and measurable changes occur.
- € We hire them, train them, invest in their success and before you know it, they leave!

Are you curious to know how other companies have overcome these issues?

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