

4Rights Playbook

The 4Rights focus on improving opportunity management and forecast accuracy by improving sales process adoption and reducing dependence on spreadsheets to manage performance. Let your sales team spend more time closing business, instead of crunching numbers.



Benefits

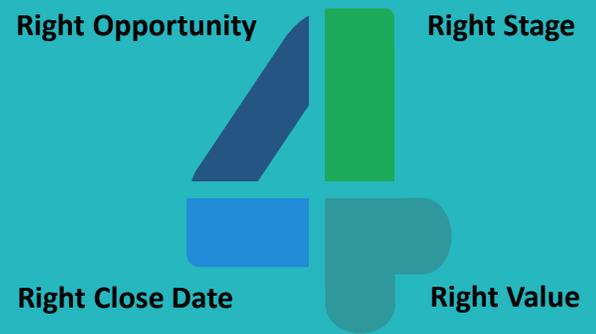
By helping sales people focus on the 4Rights of accurate opportunity management, you will improve your CRM data quality, improve your win rates, increase your forecast accuracy and provide the trust you need in your data to drive enhanced revenue predictability. Your sales team will have more time to sell, be focused on higher quality opportunities and improve their win rates. They will make more money, faster.

The key to high sales process adoption and data quality.

An accurate sales pipeline and forecast requires that sales reps are working on the right opportunities, in the right stage of the seller/buyer process, with a customer validated close date and an accurate deal value. It's what QSS calls the 4Rights. The QSS 4Rights Playbook focuses on the fundamentals of opportunity management to leverage your existing sales process and applying proven enhancement to increase your data quality and overall sales performance.

What is The 4Rights Methodology?

4Rights is a proven opportunity management methodology that is easy for your sales team to learn, manage and sustain. It is a combination of sales process analysis, CRM system enhancement and change management training that will drive higher CRM adoption, improve deal win rates and reduce opportunity cycle times. An accurate sales pipeline and forecast requires that sales reps are working on the right opportunities, in the right stage of the seller/buyer process, with a customer-validated close date and an accurate deal value. It's what QSS calls the 4Rights.



What's involved in the 4Rights?

When you work with QSS, we follow an engagement model that ensures successful adoption of your sales process.

Assess: QSS applies the CRM Analyzer Playbook to your existing CRM data and analytics solution to evaluate the performance of your sales process.

Enable: QSS will create and implement a 4Rights plan that may include all or some of the following - updating your sales process, minor configuration of your CRM system, and training on the 4Rights methodology.

Refine/Adopt: Managers will be armed with performance reports and trained to coach to the 4Rights methodology. This stage also includes ongoing support documentation that will reinforce the 4Rights.

Why QSS?

The science of selling is in our DNA. We leveraged our expertise in compiling, producing and analyzing sales performance data to develop the 4Rights methodology. Using data to drive the implementation of a consistent repeatable sales process is crucial to scale your sales. By using the 4Rights methodology, your leaders arm themselves with tools that promise to minimize the chances of your sales process adoption failing, create a more cohesive and well-executed sales team, and increase your overall closing ratio.

To find out more about the 4Rights:



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