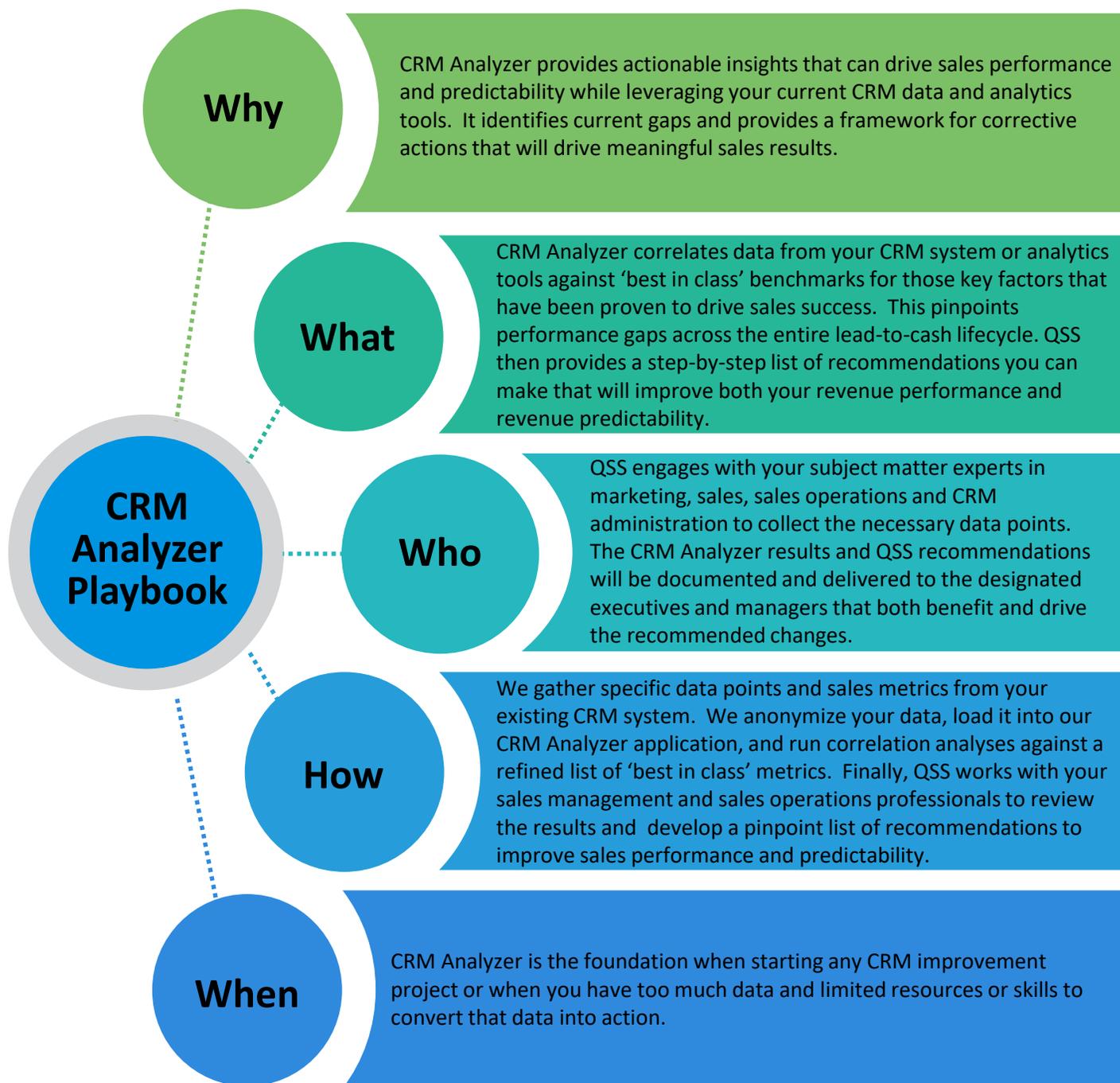


CRM Analyzer™ Playbook

It's analysis. Not analytics. CRM Analyzer is a service that leverages your existing CRM data and analytics to find the key metrics that determine whether you win or lose business. The result is a pinpoint recommendation on actions and investments you can make that will deliver near-term sales improvement.



Benefits

CRM Analyzer improves the efficiency and effectiveness of your marketing and sales efforts by improving the performance of your lead-to-closed/won infrastructure. The recommendations document provides pinpoint actions and investments you can take to increase the volume and velocity of quality opportunities.

CRM Analyzer – It’s analysis, not analytics.

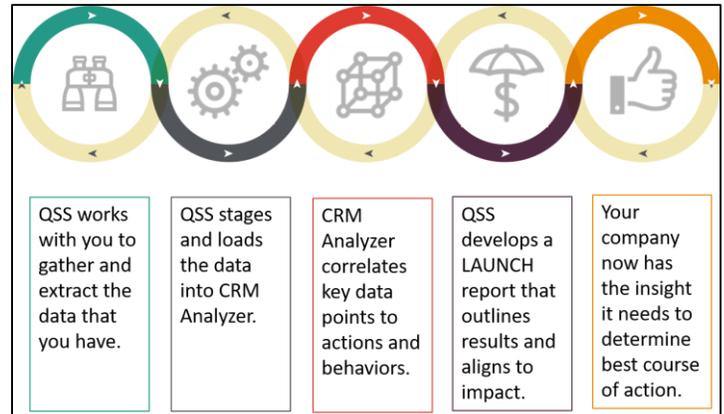
Don’t get blinded by data. Align analytics to insights and actions that drive improved sales performance. Focus your sales operations efforts on providing consistent reporting and dashboards in 4 key areas:

- **Strategy:** aligning the organization to meet near and long-term bookings and revenue goals
- **Structure:** analysis of the existing process to ensure they align across the organization
- **Enablers:** revenue and performance insights to provide early warning to desired targets
- **Management:** drive enterprise collaboration aligned to sales performance and profitability

How does CRM Analyzer work?

CRM Analyzer leverages your existing CRM data and analytics solution. It’s not a replacement of your analytics platform. QSS works with you to gather the necessary data points and we then take it from there.

If you are concerned about your existing CRM data quality, we will gather what data you have and augment the data with key stakeholder interviews leveraging the QSS interview methodology.



What is the CRM Analyzer deliverable?

The core CRM Analyzer deliverable is a 20-30 page advisory document that includes:

- Detailed correlation analysis of your analytics
- Explanation of each correlation and how they relate to performance
- A scorecard of your existing sales process and CRM data quality
- Customized recommendations that include step-by-step actions you can take to improve revenue performance

Key Take Aways		Far Better Off Summary		Internal Alignment Interview: 16 Key Business Areas Across Company	
1. Enterprise selling requires new skills and focus	4.	Why customers are		Key Revenue Goals & Objectives for 2017	
2. Value definition and selling a major issue	5.	Working Hypothesis from Internal Interviews:		Sales Funnel Management	
3. Sales process and forecasting are challenges	6.	Customer Characteristics		Consent on Sales skills & impediments, income & tenure	
Optimal Customer	Unprofitable	Business Success		Marketing Plans & 2017 Goals	
Active Process Improvement Project	Small Number of Users	Files		Need: Strategic Marketing Focus on partners, industries, Current Customer Profile	
SPOC Installation	From Various Industries	Feedback from Customer Interviews		Vertical Market Focus & Alignment	
Large Sales Force	Outside Company's Core	Business Success often confirmed by key business challenges		Consent on promising markets, 10% focus on preferred	
Contacts/Content Problem	Focused on Buy Side	Selling up and consolidating the contracting process		Consistent Recognition of Top Customers	
Selling	Value Selling Issues	Acting on operational benefits through automation, visibility		Consistency and Ability to Define, Why People Select Company	
Skill Development	Undefined ROI	Marketing and analytics to improve value realization		Need clearer value definition and messaging	
Value Definition	Undefined ROI	Technology advantages were readily confirmed		Top Competitors	
Qualifying	Don't Focus on Business Issues	Customers have confidence in company product/service		Consistent views on the Average Sales Cycle	
Qualifying	Don't Focus on Business Issues	all integration with SPOC is very effective; some work		Consistent views on the Buyer Profile	
Qualifying	Don't Focus on Business Issues	Present Risk is value as a differentiator		Case Reports Documented and Understood	
Qualifying	Don't Focus on Business Issues	Specialized client engagement does not meet customer		Requires SPOC field, but limited information captured, and Market Differentiation	
Qualifying	Don't Focus on Business Issues	Businesses find it very difficult to replace selected for		High level on speed to market, lowest on business metrics of	
Qualifying	Don't Focus on Business Issues	Tracking of contract terms and relay handling is not		High level on speed to market, lowest on business metrics of	
Qualifying	Don't Focus on Business Issues	Tracking of contract terms and relay handling is not		High level on speed to market, lowest on business metrics of	

Why QSS?

The science of selling is in our DNA. Our senior advisors will optimize your lead-to-cash sales process. This playbook will identify the high performance opportunities, filter out low-potential leads and prospects, and drive higher and more predictable revenue performance.

To find out more about CRM Analyzer:



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www.qsstrategies.com

