

# CATALYST DASHBOARD

A CLOUD BASED APPLICATION  
TO TRACK PERFORMANCE, EMPOWER  
SALES AND SIMPLIFY COACHING

“If you measure the right  
competencies and coach  
supporting behaviors, you  
will change results.”

“With this tool, I can  
quickly zero in on my  
reps’ gaps, easily identify  
activities to improve  
skills and keep up with  
their development plan.  
Something that was  
virtually impossible with  
the number of reps on  
my team.”

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## To do the job, you absolutely must have the right tool.

For much of the sales world, the notion that coaching is an essential ingredient in improving sales organizations is not up for debate. But though the debate may be over, most sales leaders will tell you that while they may have time to manage, they simply just don't have the time to coach....What if you could cut your coaching time in half and get better results?

Others are able to dedicate the time, but the resistance is high and they are not seeing the results. Unlike measuring productivity metrics, coaching is complicated. Your managers know how to sell, but teaching others to sell is difficult and different altogether.

No wonder most managers just focus on a scorecard, give the rep a few tips, and go back to their administrative duties. Or they return to what they do best-selling, playing the role of player coach....What if, for the first time, coaching was simple?

**ASLAN has created a dashboard that ensures sales managers have everything that drives results directly at their fingertips - the key dials on the dashboard displaying a rep's productivity, engagement level and competency.**

Not only does this tool make it easier to keep a pulse on the critical KPIs, it simplifies and automates the coaching process by ensuring your leaders know:

- Where to invest their time to get the greatest return on their coaching investment
- How to determine the root cause of the performance problem
- What's the best way to bridge the gap
- How to track each team member's development plan
- How to quantify the impact of coaching and a rep's sales effectiveness

D I A G N O S E – P R E S C R I B E – T R A C K – I M P R O V E

A man in a dark suit and light blue shirt is walking on a modern, curved architectural walkway. He is carrying a black briefcase in his left hand. The background shows a complex, geometric structure of metal beams and glass panels. A large, semi-transparent circular graphic with a thick grey border and a white center is overlaid on the image, partially obscuring the man and the background.

“Some reps just aren’t willing to change. Am I wasting my time?”

“I know how to sell but how do I break it down or translate what comes so easily to me?”

“We keep talking about the same thing. The effort is there but they just can’t pull it off. I’m not sure why they aren’t getting it.”

“I know the problem but what should the rep work on between coaching sessions? Telling them what to do is easy. Showing them what to do is easy, but that doesn’t seem to work.”

“I have 14 people on my team, how do I keep up with each individual skill level and development plan? Every time I prep for a coaching session, it is so difficult to figure out where we are and what to work on. I just don’t have the time.”

# The Main Dashboard

The main dashboard tracks productivity, engagement level (i.e., desire to change) and competency for each rep, team and division.

## Engagement Dial

Shows the team members desire to change

## Results Dial

Track overall sales results

## Productivity Dials

Tracks productivity metrics and multiple channels of revenue

## Competency Dials

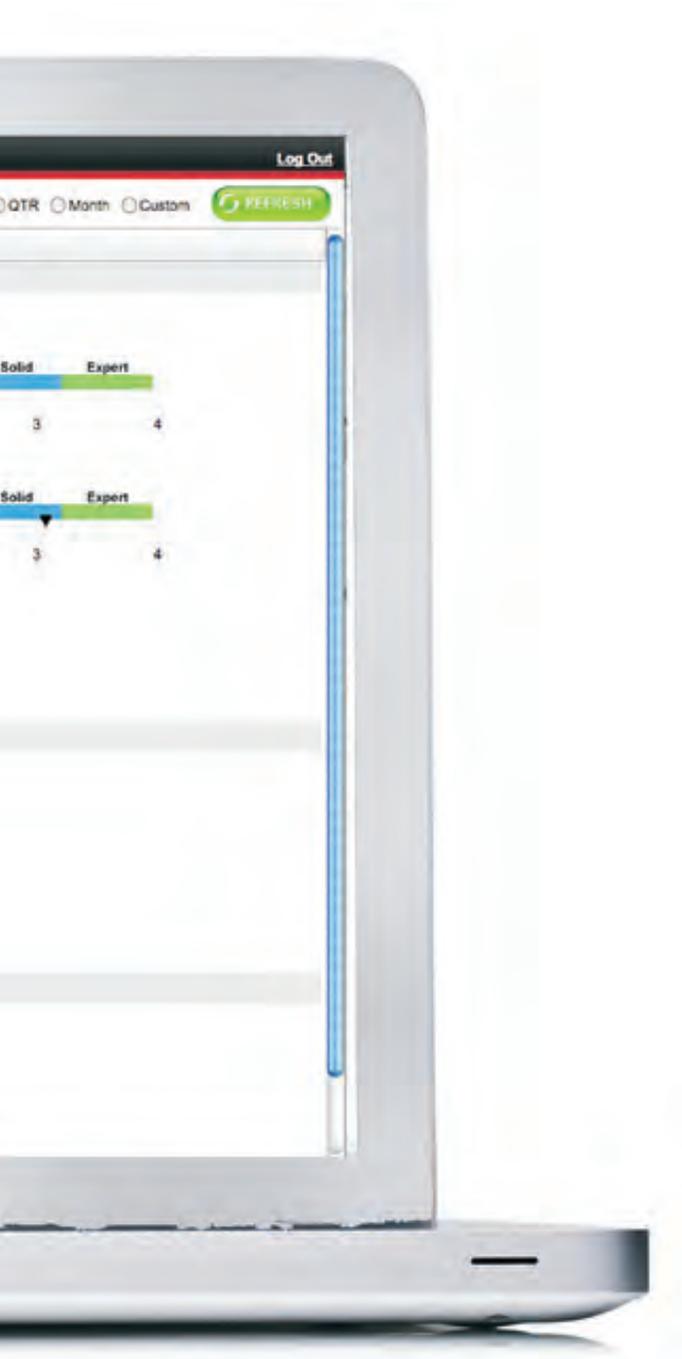
Shows competency levels based on customized assessments



## SCHEDULE A DEMO

Take 20 minutes to see how the Catalyst Dashboard can empower your sales results.

**(866)362-6496**



# Beyond the Main Dashboard...

## DIAGNOSE

**Do your sales leaders know how to determine the root cause of poor performance?**

- The dashboard can be loaded with multiple, customized assessments (e.g., Fundamental Selling Skills, Presentation Skills, Territory Management, Technical Expertise) built around the unique competencies required to sell your solution.
- Assessments include a description of the desired results and key indicators. So if results are not achieved, relevant behaviors are revealed, ensuring the coach can accurately assess root cause.

## PRESCRIBE

**Once the performance gap is diagnosed, how do you bridge the gap?**

- The dashboard is populated with a diverse library of over 400 Developmental Activities and learning labs, all organized by key sales behaviors and the rep's current skill level. The library can be expanded to include unlimited developmental resources unique to your organization.
- Based on the identified behavior and rep skill level, dashboard Developmental Activities automatically appear ensuring the coaching sessions ends with a plan to bridge the gap.

## TRACK

**How do you stay on top of each team member's unique development plan?**

- Once the development plan is assigned, it is logged by rep and due date, making it easy to track each rep's progress.
- Based on the rep's effort invested in completing the assignment, the dashboard categorizes each team member (Independent, Detractor, Striver or Achiever) by engagement level to ensure the appropriate coaching strategy.

## IMPROVE

Once managers can accurately and simply diagnose the root cause of poor sales execution, then prescribe the relevant developmental activities, and easily track and hold reps accountable to the development plan-improved performance is inevitable and measurable.

## ABOUT ASLAN

Since 1996, in over 25 countries, ASLAN has focused on accelerating change within many of the world's largest sales organizations. Beyond the typical workshop, our solutions and expertise are focused on the four critical areas needed to ensure sustainable change:

### TACTICS

ASLAN Training will enable you to establish the methods (i.e., processes), message and metrics that are consistent with high performing sales organizations.

### REP DEVELOPMENT

We provide customized skill development programs for each of the 11 unique sales roles.

### LEADERSHIP DEVELOPMENT

We provide the tools and programs to ensure sales leaders transition from just measuring performance to truly driving change.

### ROAD MAP TO TRANSFORMATION

This includes leadership certification, rep and manager development resources, and sales dashboard that automates the coaching process and tracks the KPIs that drive results.

