

Sales Benchmark Analysis and Plan

Benchmark Your Organization Against Top Performers

Most leaders know there is huge untapped revenue growth potential in their sales organization. However, structuring and organizing for growth, finding and developing the right people, and enabling them to achieve their sales potential is frustratingly elusive. In the name of sales performance improvement, companies try many different tactics that often fall short of their goal.

In *The Top-Performing Sales Organization Benchmark Report*, we studied 472 sellers and executives, representing companies with sales forces ranging from 10 sellers to 5,000+. Our goal was to learn what the Top-Performing Sales Organizations—those with higher win rates, that meet their sales goals, and achieve maximum pricing in line with the value they provide—do to reach Top Performer status.

We've identified 75 specific factors, organized around the eight drivers in the Sales Performance Wheel, that impact a sales team's ultimate performance and growth. In our Sales Benchmark Analysis and Plan, we will benchmark your organization against these Top Performers, and our consultants will perform an analysis of the greatest areas of improvement opportunity in your sales organization. You will:

- Find out how you stack up against our database of Top-Performing Sales Organizations in each category
- Learn the best avenues for sales performance improvement for your company
- Identify current strengths and areas of improvement across sellers
- Put a Sales Growth Plan of Action in place to implement improvements as quickly and effectively as possible



The Sales Benchmark Analysis and Plan will uncover your greatest, and often hidden, opportunities for growth. You'll be equipped with a Sales Growth Plan of Action allowing you to implement with confidence.

Contact Us to Discover How You Stack Up Against Top Performers

Top Performers:

- Achieve higher opportunity win rates
- Meet their sales goals more often
- Capture value-based pricing
- Grow revenue more often and more dramatically than The Rest

To benchmark your organization and learn what you need to do join their ranks, contact RAIN Group today at 508-405-0438 or info@raingroup.com.