

ACCELERATING GROWTH

BUILDING A SALES ORGANIZATION THAT SCALES

Private Equity and Venture Capital Partnerships

Whether the company is a startup, in mid-to late stage growth or an enterprise company backed by investor dollars, there are specific and unique business challenges to conquer on your path to becoming an industry leader. At Force Management, we know those challenges and we've successfully partnered with private equity and venture capital partners, portfolio company leaders and sales organizations to:

- Accelerate Portfolio Value Growth
- Align Go-To-Market Strategies
- Maximize Resource Effectiveness
- Ensure Consistent Sales Messaging and Execution

We specialize in executing a growth strategy at the point of sale. We have helped numerous firms increase productivity and grow the value of their portfolio companies by driving improvements across key sales and marketing disciplines. Our customers include some of today's fastest-growing, business to business, high-tech portfolio companies.

We help these dynamic and fast-growing organizations assess both the capability and potential of their client-facing teams to optimize and execute their growth strategy. Our staged approach helps to measurably improve sales performance and effectiveness, so that sales organizations can achieve their revenue goals and targets throughout all stages of market maturity.

MARKETPLACE CHALLENGES

There are consistent challenges sales organizations face, no matter their growth stage. These roadblocks to growth require leadership focus, organizational alignment and tools that drive an impact at the point of sale.

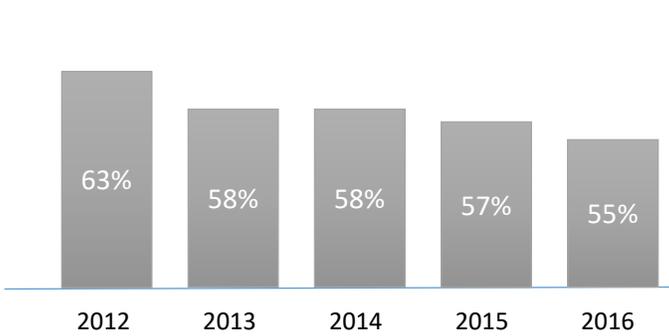
71% of sales leaders say their reps lack ability to **connect their solution to business issues**

65% of sales leaders say their top challenge is reps **spend too much time** not selling

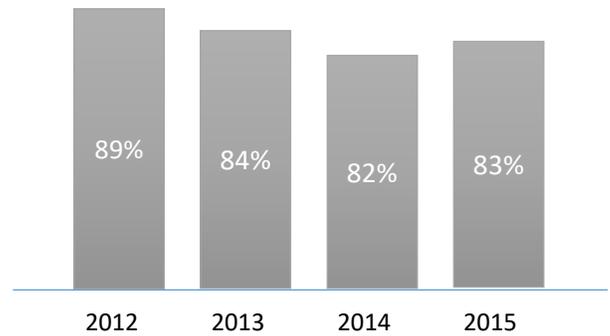
38% of sales organizations still lack a **formal onboarding process**

27% of sales leaders are focusing on **building sales skills** as their top initiative

Source: SiriusDecision 2015 Sales Enablement Study



Percentage of Sales People Making Quota is Declining Since 2012

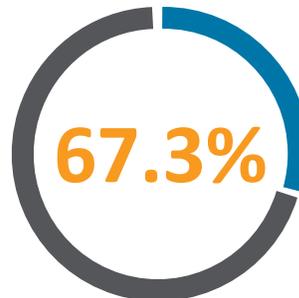


Percentage of Revenue Plan Attainment is Declining Since 2012

Source: CSO Insights Sales Optimization Study, 2016



The average turnover rate for salespeople is currently 16.3%



67.3% of sales organizations are planning to add net-new salespeople in the next 12 months

Source: CSO Insights Sales Optimization Study, 2016

THE FORCE MANAGEMENT APPROACH

Who We Are

Force Management helps businesses drive rapid revenue growth by focusing on four critical areas of sales effectiveness - sales messaging, execution, planning and talent. We work with private equity and venture capital-backed companies to scale more predictably and reliably, which increases their valuation and ability to exit.



We do this by helping companies establish a common mindset, as well as the necessary processes, tools and content for successful growth. These four elements help companies improve their ability to articulate their value, qualify and close opportunities more efficiently and accurately forecast the revenue of their sales teams.

We help sales leaders, front-line sales managers and reps develop the acumen necessary to compete in a commoditized market. We also help companies define the way they attract, hire, on-board and retain their client-facing team, so that they can significantly reduce the cost of hiring mistakes.

Our private equity and venture capital partnerships have helped organizations drive their brand and reputation, improve their business culture and create alignment around their go-to-market strategy.

How We Measure Success

- ✓ Increased organic revenue growth
- ✓ Improved deal velocity
- ✓ Increased market share
- ✓ Increased revenue per seller
- ✓ Increased cross-sell/up-sell deals
- ✓ Larger average deal size
- ✓ Better win/loss ratio
- ✓ Higher % of client-facing professionals meeting or exceeding plan
- ✓ Faster time-to-productivity for new sales professionals
- ✓ Lowered cost-of-customer/new client acquisition
- ✓ Improved forecast accuracy
- ✓ Increased retention of top performers

ACCELERATING GROWTH IN PORTFOLIO COMPANIES

Our Point-of-View

Our systematic approach to sales effectiveness starts with the sales conversation and ends at an organizational level, aligning sales execution with corporate strategy and designing roles and workflows for success. Our four-step process to sales effectiveness is focused on one thing - results.

Customer Engagement

Command of the Message

Articulate Value and Differentiation

Command of the Sale

Qualify, Advance and Close Sales Opportunities

Management Operating Rhythm

Command of the Plan

Build Healthy Sales Pipelines and Forecast Accurately

Command of the Talent

Select, On-board and Retain Top Performers

High-growth organizations are building cross-functional alignment around how they create value for their customers as well as how they differentiate from the competition.

In order to drive revenue growth and value in the marketplace - everyone within your company must have a clear understanding of the problems you solve for your buyers, as well as how you deliver that value differently or better than your competitors.

These four essential questions can drive clarity for your sales organization:

- What problems do you solve for your customers?
- How do you specifically solve these problems?
- How do you do it differently than your competition?
- What's your proof?

PRIVATE EQUITY AND VENTURE CAPITAL FIRM SERVICES

Command of the Message®

Articulating Value and Differentiation in a Way that has Meaning to the Buyer

Command of the Message® enables sales teams to be audible-ready throughout the sales process to describe their solutions to customers' problems in a way that differentiates them from the competition and enables them to charge a premium for their products and services.

To your customers, the buying process is as emotional as it is rational. To talk their talk, you need to understand what really matters to your buyer and be able to pivot your message to resonate across multiple audiences.

Force Management's Command of the Message® methodology gives sales teams a **framework to guide the customer conversation**.

Results Customers Achieve:

- Higher sales productivity
- Higher average deal size/contract value and margins
- Higher monthly/annual reoccurring revenue
- Lowered cost of customer acquisition and retention
- Higher customer engagement and adoption

Command of the Sale®

Improving the Ability to Qualify, Advance and Close Opportunities

Command of the Sale® provides sales teams with a buyer-driven sales methodology that arms them with the knowledge and tools to effectively qualify, manage and close opportunities in a consistent fashion.

A successful customer engagement process is all about consistency and customer alignment. Do you have the right processes, tools and systems in place to qualify, advance and close sales opportunities?

Force Management's Command of the Sale® methodology helps boost your sales execution by putting a customer engagement process in place that aligns with your customer's buying process.

Results Customers Achieve:

- Revenue goals achieved (initial sale, cross/up-sales, renewals)
- Improved sales velocity
- Consistent qualification of the right opportunities
- Improved competitive win rates
- Cross-functional alignment that drives execution of sales campaigns

PRIVATE EQUITY AND VENTURE CAPITAL FIRM SERVICES

Command of the Plan®

Developing Territory, Account and Opportunity Plans that Build Pipeline and Enable Accurate Revenue Forecasts

Command of the Plan® equips sales managers with the processes and tools that provide structured direction and coaching for the critical aspects of a sales team's job: territory planning, pipeline building, account planning and forecasting.

In sales, you need visibility into what your team is doing and how they're performing. Having this line of sight is critical. Force Management's Command of the Plan® methodology focuses your attention on the critical few, high-value sales activities that drive sustained revenue growth.

The output is a repeatable and predictable cadence that helps you build a healthy pipeline, cover your territories and accurately forecast revenue.

Results Customers Achieve:

- Increased sales productivity
- Healthy pipelines
- Improved sales forecasting accuracy
- Increased cross-sell, up-sell, renewal and retention rates

Command of the Talent®

Recruiting, Hiring, On-boarding and Developing Sales Talent

Command of the Talent® equips sales managers with the processes for attracting, on-boarding and developing sales reps who are capable of succeeding within a value-based, high-accountability selling environment.

Finding the right sales people is hard enough. When you factor in role-specific on-boarding, development and retention strategies, the task gets harder.

Our talent solutions arm sales leaders with an intuitive approach for selecting and developing high-performance teams. Command of the Talent® offers an intuitive approach and easy-to-use toolkit for managing your talent and defining what success looks like within your company's sales roles.

Results Customers Achieve:

- Defined roles needed for success
- Improved ability to find and select high performers
- Improved ramp-up time
- Retention of key talent
- Ability to actively manage career path and succession planning

PORTFOLIO COMPANY SUCCESS

Portfolio Company	Investor Relationship	Engagement
	OpenView	<p><i>Aligned sales, marketing and product marketing messaging to focus on problems the company solves. Defined an elevator pitch to standardize field and inside sellers description of the value proposition.</i></p>
	Battery Ventures	<p><i>Redefined the customer conversation and supported engagement processes to help capture the Customer Experience Management Market.</i></p>
	Andreessen Horowitz	<p><i>Aligned sales, marketing, and product messages. Created a repeatable, consistent sales process to help reps effectively qualify, progress, and close sales opportunities.</i></p>
	Sequoia	<p><i>Grew customer value in a SaaS model.</i></p>
	Battery Ventures	<p><i>Created sales messaging and planning tools that enabled faster and deeper penetration into the Global 2000 segment.</i></p>
	Andreessen Horowitz	<p><i>Created a customer-focused message and engagement process. Coached managers on effective leadership and developed a management cadence for improved organizational operations.</i></p>
	Sequoia	<p><i>Aligned sales, marketing, and product messages into a cohesive, flexible customer conversation leveraged by enterprise and inside sales teams.</i></p>
	Battery Ventures	<p><i>Created a buyer-centric sales presentation that enabled sellers to uncover customer pain points and consistently articulate the value of their solutions.</i></p>

WHAT OUR CUSTOMERS SAY



Tangible Impact

“When we got off the phone with the customer, it was game over. I felt it. We differentiated ourselves versus the competition and were in a position to win the deal.”

Logan Moro
Regional Sales Manager



Aligning on Value

“Force Management has enabled our entire company to articulate value and align with customer needs. Force Management was critical in driving our success.”

Scott Davis
Vice President of Sales



Customized for Our Customers

“A lot of tools focus on what sales wants or what marketing wants. Force Management focuses on what the organization wants.”

Dave Packer
Senior VP of Field Operations



Measurable Results

“Having the Command of the Message framework in place allowed me to recruit better talent and clearly communicate the value proposition of ClearSlide.”

JP Bolen
Regional VP of Enterprise Sales

Break the Record for Sales Records

We're Ready to Help You Drive the Bottom-line Impact You Need

Let's Get Started

www.forcemanagement.com