

ACCELERATING GROWTH

BUILDING A SALES ORGANIZATION THAT SCALES

We Help Organizations Grow and Scale

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 as you scale. 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 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 companies increase productivity and grow the value of their growing organizations by driving improvements across key sales and marketing disciplines. Our customers include some of today's fastest-growing, business to business sales organizations.

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.

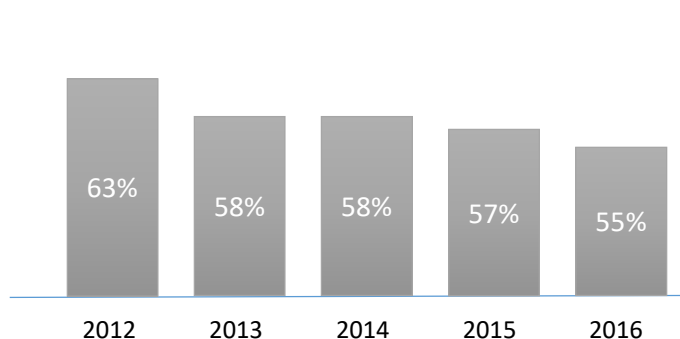
71% of sales leaders say their reps lack ability to **connect their solution to business issues**

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

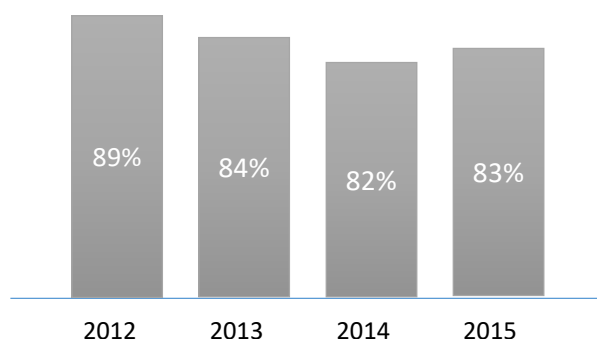
38% of sales organizations still lack a **formal onboarding process**

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

Source: SiriusDecision 2015 Sales Enablement Study

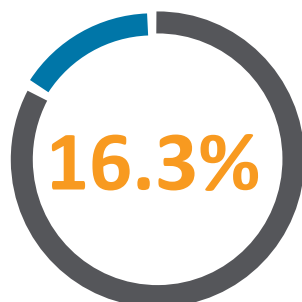


Percentage of Sales People Making Quota is Declining Since 2012

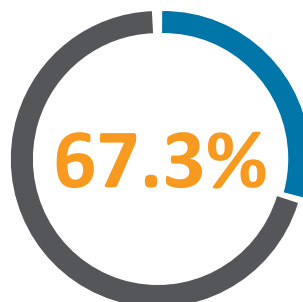


Percentage of Revenue Plan Attainment is Declining Since 2012

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

HOW WE ACCELERATE GROWTH

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.



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?

HOW WE ACCELERATE GROWTH

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

HOW WE ACCELERATE GROWTH

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

MEASURABLE RESULTS



Repeatable and Predictable Growth

- High growth rates
- Company became profitable
- Expanded gross margins
- Customer satisfaction increased every quarter



Accelerated Growth

- Sales have more than doubled
- Increase in gross margin
- Recurring Monthly Revenue at an all-time high



Largest Deals in Company History

- 7 out of the 10 largest subscription deals in company history
- 45% growth of subscription product year over year
- Turned around an opportunity where they were ruled out, to winning the business three months later



Closing More Pipeline Deals

- Doubled opportunity to close ratio
- Quadrupled the size of SaaS deals
- Established a common vernacular across entire company



Inside Sales Effectiveness

- Time to rep productivity cut by 50%
- 30% increase in selling activities
- 40% of reps who went through methodology in the first half of the year made at least 70% of their plan halfway through the year. In the past, that number was 20%



Increase in Average Deal Size

- 3x in pipeline with an improvement in qualification
- Ramp-up time shortened
- Improved sales force productivity

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