

Q-GSP

FACTSHEET

You would want to increase your sales performance?

Q-GSP ... Our specialized methodology for SMEs on how to achieve this without rocket science and at an amazingly low cost.

Introduction ...

Just a few facts that, year in year out, **cost billions of dollars** to companies around the world. Facts that are **lethal to most SMEs, however**, if not recognized and taken care of properly.

Over and over have we met SME owners or managers who were not aware of these facts, had only a faint idea of them or thought that they most **certainly did not apply to their own company!**

Some scary facts to start ...

Of every 100 start-up companies, **75 go bankrupt** in the course of the first 3 years and of the remaining 25, **only 1** at best **succeeds** in becoming a **successful medium-sized enterprise!**

Of every 100 worldwide "**perfect ideas**" at start-up time, **99 are doomed to disappear** due to unexpectedly steep competition, a hostile takeover or more commonly, bad or non-existent foundations!

For every 100 companies in any **vertical market niche**, only a maximum of 5 **can be found in the "LEADERS" area** of the market surveys! **The remaining 95 are struggling hard** every day to (at best) either "get there" or "hang on". For most of them it is much worse even than that ... **they slowly die without realising** it until it is too late.

Some facts about people ...

Recently a short eBook was published by **Steve Satterwhite** ("*Leading from above the line*") based on a large study by the famous **GALLUP Organization!** This study says ... that 63% of all employees are "not engaged" ... and ... **24% are "actively disengaged"** in the company they work for!!!

By "**Actively Disengaged**", they mean people who aren't just unhappy at work. They're busy

acting out their unhappiness. They come to work every day actively looking for ways to bring the organization down.

That's 1 person out of every 4 and of the remaining 3, 2 don't really care what happens with the company!!!

Very scary indeed!

Some facts about sales people ...

Our longstanding experience in handling sales professionals and teams indicates that no more than 10% of the sales pros **can be called "a (great) sales talent"**.

Of the 9 remaining, around half are "average", some 25% are outright "bad" and only 25% could be called "good". In other words only 3 out of every 10 salespeople out there are of an acceptable level to any company!

The truth about growth ...

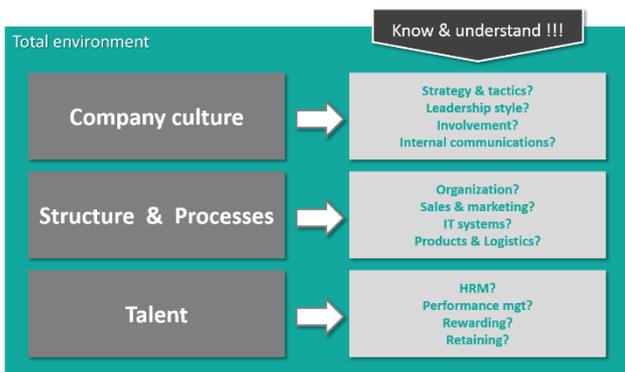
- ✓ "My company is growing **too fast!**"
- ✓ "My company is growing **too slowly!**"
- ✓ "**I'm happy** with my growth!"

But are you really and **do you know the true reasons?**

GROWTH is a magic word that makes shareholders smile! Growth is what make some companies pay (very) large fees to help them with creative "**adaptations**" of the *numbers* in the PowerPoints for the general shareholders meeting.

For SMEs, a growth problem will hardly set off a worldwide crisis, **but it will mean a slow death** (or sometimes not so slow), if they can't turn it around quickly!!!

And that's exactly where we can help!



The objective of Q-GSP ...

Problems arising from bad or poor sales performance **can't be addressed simply** and quickly in a nutshell!

Salespeople require **the total environment** in which they'll have to work, to be supportive, motivating and thrilling in order for **them to over perform** every month and every year, over and over again. Only then will that company be able to **retain** its "performing" human capital in sales!

It is therefore of vital importance that we **gather the knowledge** so that we know your "total environment" in your own company.

The components of Q-GSP ...

The assessment Workshop & reporting

This is a **fixed 5-day** "investigation" project (assessment) of the company which will be the basis for the detailed price proposal and the **"blueprint"** for the later implementation project. This workshop will **have a fixed price**.

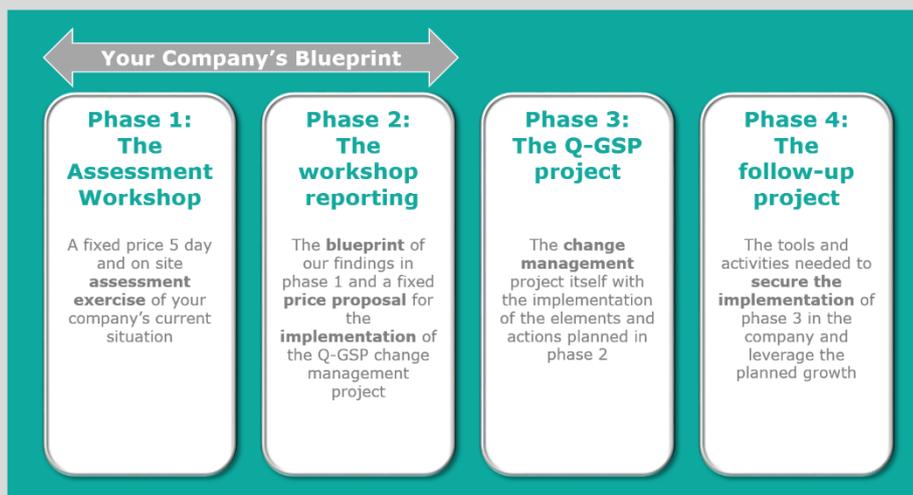
The implementation phase

A project to "substantially" **increase** a company's sales performance will **always comprise a selection of services** that will have been defined by the earlier Assessment Workshop.

- ✓ **Consultancy** time to define the full details of the current situation at the company and apply changes;
- ✓ **Assessment tools** to evaluate the existing sales and marketing organization;
- ✓ **Talent acquisition services** needed for the selection and evaluation of new sales professionals to enhance the sales operations, if any;
- ✓ **Training services** needed to bring the existing sales team up to the necessary level of performance, if any;
- ✓ **Coaching tools** and/or programs to support the sales team during the follow-up phase.

The follow-up phase

Any project meant to implement an extensive change management in any company will, by definition, **not be a one off walk in the park!**



The typical cost of a Q-GSP project ...

Although it is obviously quite impossible to give a precise idea of the cost involved, **we can give you a fair indication** of what such a project would cost in all 3 phases based, as an example, on an average company size of 100-150 employees and a **10-person sales team** including management, field sales and internal sales.

1.	The assessment workshop (fixed price)	7,500 EUR	(excl. tax if any)
2.	The implementation phase (25 days)	23,750 EUR	(excl. tax if any)
3.	The follow-up phase (coaching tools)	9,000 EUR	(excl. tax if any)

That's a total of 40,250 EUR or, as we said at the beginning, around 50% of the total yearly payroll (fixed + variable on target earnings or OTE's) for a sales professional in Western Europe. This may differ in certain countries based on local salary practices.

A typical process timeline for our example above **will take approximately 5/6 months just for phases 1, 2 & 3** and again this does not include time for talent acquisition services. On average you should expect to add at least 10 to 12 weeks if this should be needed as well.