

ROI Selling

Risk Assessment

ROI Selling Risk Assessment tool is designed to help your prospects understand the risk of their current situation as it relates to the market. Each question they answer scores a point value that builds toward an automatic summary score that will assess their current situation and warns of areas of concern. The output includes several areas of customization for your marketing team to build a text library that will help your sales professionals make recommendations, send confirmation letters, segue to a value estimation session or sales presentation. The ROI Selling Risk Assessment tool will ensure your sales team drives every opportunity in a consistent professional manner.

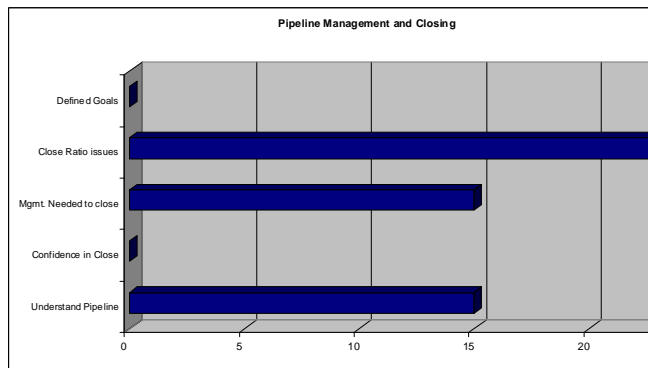
Pipeline Management and Closing Opportunities
 Maximum Points: 85
 Typical Average: 65
 Your Score: 55

Salespeople are unlikely to consistently implement a particular selling strategy or tactic, regardless of how effective it may be, unless it is part of an overall behavioral plan. And they are unlikely to successfully implement a behavioral plan unless it is supported by the appropriate attitudes and beliefs. Sandler Training addresses all three critical areas necessary for lasting change and success—attitude, behavior and technique.

Risk Assessment Questions

Response	Point Value
Do you properly understand the true value of your pipeline?	Yes 15
Are you at least 80% confident in closing the current quarters forecasted business?	No 0
Does your management team have to play a major role in closing sales opportunities?	No 15
Are you submitting a lot of proposals but not closing enough opportunities?	No 25
Do you have clearly defined ideal outcomes for each meeting?	No 0

Risk score associated with skill development in pipeline management and closing: 55



Sandler Risk Assessment
 January 2, 2009

ABC Enterprises

The following information is based on your input to our Risk Assessment tool. This tool analyzes your answers to questions that are ranked as to how important they are to a successful sales training implementation program. Review each section and get a better understanding of your current risks of not utilizing sales tools, process and training to increase your revenues, reduce your cost of sale and avoid costly mistakes along the way.

We analyzed six areas of your sales and marketing business process including, Pipeline management, close ratio, discounting, hiring and recruiting, cost of sale and appointments. Below are the overall results followed by detailed analysis. Upon review of this document we suggest you begin the primary discovery process.

Category	Quick Status	Your Score	Quick Assessment
Pipeline Management / Closing	Good	55	Although you fall within the normal range, you have great room for improvement
Appointment Management	Trouble	60	Issues with getting appointments exist - well below the average sales professional
Up-Selling / Cross-Selling	Good	70	Average with room to grow in both up selling and cross selling
New Hire Turnover, Productivity, Recruiting	Trouble	40	Issues may be in one or more of the areas of concern: Recruiting, hiring or retention -
Discounting	Excellent	90	Excellent - Not giving up anything. Stick to your guns and check your close ratios
Cost of Sale	Good	55	This is normal with much room for improvement. Break down costs and work on areas

Quick Status Scale:

Poor	Trouble	Good	Great	Excellent
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The ROI Selling Risk Assessment process begins with a planning document that is sent in advance to your prospect and entered into a program that immediately provides feedback for analysis. Scores are tallied and customized summary text is presented to provide a, "quick assessment" of their current situation. The Risk Assessment Report begins with a colorful summary of your prospects key pain areas. You are then able to drill down to specific pains within the category and isolate scores that are lower than market averages.



ROI4Sales
sales tools to drive value