

## The Penn Consulting Group's *Sales Jumpstart*<sup>™</sup> sales intelligence system

**Our Goal: *Improve Your Sale Organization's Effectiveness and Bottom Line Performance!***

What we will do:

- Conduct detailed interviews of 20 lost customers or prospects that never became your customers; conduct a “lost sale” or “lost customer” autopsy.
- Obtain specific vendor rating systems used by your “lost sale” prospect and YOUR specific ratings AND those of your competitors. What were the key factors in their choosing a different vendor?
- Identify specifically WHY your customer left you and, wherever possible, retrieve the customer, or position yourself for a future improved customer relationship.
- Identify and position yourself for specific new RFP bidding opportunities, identify key selection criteria and timing of future RFP's.
- Identify additional key contacts within other business units of the business organization that may represent sales opportunities.
- Identify key competitors that also bid and *how they ranked compared to you.* Where do they beat you?
- Identify specific *weaknesses* of YOUR competitors!
- Rate salesperson performance and identify salesperson-specific areas needing improvement.

Pricing: \$9,995 for an initial *Sales Jumpstart*<sup>™</sup> implementation; \$7,995 for a 6-month or 12-month *Sales Tune-up*<sup>™</sup> follow-up project.