



▶ *Measure Key Competitor Strengths and Weaknesses*



▶ *Assess Value Proposition Alignment*



▶ *Determine Sales Force Effectiveness*



Ensure Outstanding Sales Performance

with Sales Effectiveness Tools from SalesIQSM

Why SalesIQ?

- 20+ years experience serving the Fortune 1000
- Extensive range of industries studied
- Full array of sales intelligence services
- Insightful consulting and feedback
- Strategic and tactical support

SalesIQ

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A Division of:

**Fletcher/CSI
World Headquarters
Williston, VT
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Our Most Important Value Proposition...

...Immediately Actionable Recommendations!

Turning Feedback into Winning Strategic and Tactical Insight

If you are like most sales and marketing executives, you have access to an abundance of market and customer data. But for many, how to leverage that knowledge to improve sales and marketing performance can be a difficult challenge.

Discover the power of SalesIQ. For more than 20 years, SalesIQ has offered superior consulting services for many Fortune 1000 companies, as well as for others with major sales force operations.

We're leaders in transforming primary market intelligence into powerful recommendations that deliver immediately actionable steps you can take to drive better market positioning and new sales results.

We design and gather primary market intelligence targeted at customers, prospects, competitors, and your own internal sales force, to develop a basis



from which we can help you to solve your most difficult sales and marketing challenges.

Let our expert consultants bring their extensive hands-on field experience to help you uncover deficiencies in your current sales and marketing strategies. We'll provide immediately actionable recommendations that will effectively position your sales teams, as well as your strategic marketing, to win more consistently and with greater competitive advantage.

SalesIQ
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"World Leaders in B2B Sales Intelligence"

FAQs

Q: *How long before we can receive actionable recommendations?*

A: Initial assessments can be completed in as little as three months. Many programs are ongoing and are measured at pre-determined intervals throughout the year.

Q: *How are fees based?*

A: Most programs are retainer-based; however, some can be structured on a project basis. SalesIQ will provide a comprehensive statement of work, detailing all fees, program objectives, and promised deliverables.

Q: *What will we receive?*

A: All SalesIQ Sales Force Effectiveness Programs include initial consultations, design and implementation of primary research, required secondary research, written summaries, executive analyses, and recommendations for improved performance. Consultants are available to present findings on site or via teleconference.



Q: *Do you provide additional services?*

A: Yes. Through our parent company, Fletcher/CSI, we offer the full range of competitive intelligence services.

Making Sure Your Next Move is the Right Move!



For more than 20 years, SalesIQ has provided strategic and tactical sales and marketing intelligence to the nation's Fortune 1000 companies.



Providing insightful and immediately actionable recommendations to improve sales and marketing performance is our key value proposition.

- SalesIQ's state-of-the-art intelligence research model pinpoints key areas for improvement.
- Data gathered provides a comprehensive view of your market impact.
- We help you to identify and leverage competitor strengths and weaknesses to develop the most competitively-based model.
- Measurement of your company's value proposition allows for realignment and the most effective positioning.
- Examining sales force effectiveness reveals critical areas in need of improvement.

What are the Benefits from SalesIQ?

A SalesIQ Consultancy Partnership delivers fast results. Our evaluation and recommendations can be applied immediately so you can start improving your business performance. We address critical areas of need such as:

○ Sales Force Effectiveness

Examine won and lost sales opportunities to understand sales representatives' key strengths and weaknesses.

○ Value Proposition Alignment

Obtain direct feedback and analysis on your market's most important value proposition requirements.

○ Competitor Performance

Discover how you and your competitors were rated on the issues that matter most to both current and prospective customers.

○ Strategic Prospecting

Provide more targeted leads to sales teams to ensure the most effective use of their time.

To learn more, please call SalesIQ:

803.417.1110

● | Research ● | Analysis ● | Consulting

Providing vital tools to improve sales effectiveness.

SalesIQSM