



Sales Performance Improvement

Accomplished value selling organizations are built upon four essential pillars: *accurate selection of salespeople, effective implementation value selling methods, sales management coaching and alignment of sales and marketing.*

For almost 2 decades, Pretium has been a global leader and innovator in teaching business outcomes-based value selling, called *Value Assessment*. Today, our sales performance improvement solutions are focused on all four pillars to instill sustained, engrained individual and organizational change to increase sales effectiveness. Our work draws on experience consulting to B2B technology solutions companies of all sizes around the world. We focus on helping clients achieve improvements in these areas:

- Establishing a systematic approach to defining business outcomes of solutions and leveraging this in the go-to-market process: marketing, sales tools, sales process and customer business cases.
- Selling complex technology solutions.
- Engaging executive level decision makers and enrolling them in the sales process.
- Working with customers to build a business case for investing; including, financial and non-financial value, strategic alignment, risk mitigation and return-on-investment.
- Prioritizing and developing the competencies that are critical for success in each unique sales function.
- Improving hiring accuracy for sales roles based on the unique requirements of each role.
- Identifying individual and group strengths and weaknesses in the sales team and making strategic decisions for role assignments, developmental plans and more.
- Selecting and developing sales leadership.



"When people ask me what impact the Pretium program had on our business, I tell them it fundamentally changed our behavior and approach to winning business. Exercising the disciplines embodied in Pretium's programs has forced us to: find and articulate value for our clients, eliminate unqualified candidates from our pipeline faster, and better coordinate our selling efforts."

Erik Golz, President and COO, ADS Financial Services Solutions

Services Include

Competency Assessments for Sales Talent Acquisition

- » Proprietary talent analytics to identify high potential candidates based on client specific, unique sales profiles that contain competencies predictive of success.

Incumbent Talent Evaluation

- » Competency assessment & success profiles to determine the incumbent team's strengths and skill gaps.
- » Alignment of sales teams & implementation of go-to-market strategies.

Selling the Business Impact of Solutions

- » Pretium's *value assessment methodology* is taught in highly interactive, fully customized, instructor-led workshops designed around live account opportunities.

Application & Reinforcement

- » *Selling the Business Impact of Solutions* Refresher Program.
- » Custom web-reinforcement and coaching programs, including 1-on-1 Coaching.

Coaching Value Assessment

- » Sales managers learn to drive success through developmental coaching techniques with an emphasis on *Value Assessment Drivers* – competencies that drive successful *value assessment* performance.
- » Tools and Guides derived from competency assessments and success profiles.

Sales & Marketing Alignment

- » Help marketing functions develop alignment between solutions and customer business outcomes and reflect that in value messaging, sales tool development, sales training, corporate presentations and more.

Account & Opportunity Planning

- » Account and opportunity planning tools that align with Pretium's *value assessment methodology* and the client's sales process.

Illustrative Examples of Pretium Partners' Projects

- Worked with a BPO and technology solutions provider to build and implement competency models and a value selling methodology.
- Worked with a global provider of nutritional products to dramatically improve hiring for all sales functions.
- Worked with a global IT company to align all sales channels on the same value selling framework and implement business case use as a core selling strategy.
- Worked with a leading software company to build value selling capabilities in their professional services team resulting in increased billing rates by over 11%, all of which flowed directly to the bottom line.
- Worked with a global software company to help them deploy new premium tiered service plans by enabling their contract renewals team to help the customer understand the value of the contract offerings.
- Worked with a top-tier manufacturing company to develop a sales process with tools that enabled them to sell the value of bundled solutions.
- Worked with an international medical imaging company to help them implement the behaviors and sales process necessary to sell to the C-Suite in hospitals and other HCPs.
- Helped a global tier two BPO company refocus their sales strategy in order to compete; implement *value assessment* and make role assignment decisions based in individual skill strengths.
- Worked with a small provider of sales and marketing software to the retail auto industry to reduce painful sales turnover.
- Designed a custom *value assessment methodology* for a global data warehousing company including IP licensing, instructor certification and support services enabling a customer managed implantation.



About Pretium Partners

We accelerate revenue by creating and enabling the high value sales force. Our clients sell technology, software, support and professional services, managed services and outsourcing. Founded in 1997, Pretium has clients in nearly 30 countries. Founding partners Kyle Andrews and Bill Hall lead and facilitate all client engagements ensuring leadership continuity throughout the life of the relationships.

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