



Is my sales

organization capable of

dramatically growing

revenue? Are our processes

scalable? Do we have the

right talent, and in the right

roles? Do we need training?

Which assets are we

underutilizing and what

components are we missing?

These are questions that keep

CEOs up at night.

Harvest can help.

Turning **Vision** into **Value**

Description & Deliverables

Harvest conducts an independent, expert diagnosis of your sales organization and delivers a clear, comprehensive set of recommendations for you to implement.

The typical activities we perform during our diagnosis include:

Discover

- Collect information
 - Existing sales performance (P&L, by product, by sales rep, pipeline reports, closing stats, sales cycle, deal size, customer acquisition source, major customer profiles, etc)
 - Leads generated: programs, sources, methods, percentage converted to sales
 - Understand company business and financial goals
- Interview
 - Executives and key managers
 - Sales people
 - Key customers, key partners, key advisory board members
- Analyze
 - Lead generation performance / strategies / plans / tools / resources / metrics
 - Sales performance / strategies / plans / tools / resources / metrics
 - Sales processes; customer-facing and internal
 - Sales channel / partner performance and structure

Assess

- Sales personnel and key channel partners
- Current sales strategies, processes, tools and metrics
- Market opportunity (high-level)

Advise

- Diagnosis of the sales organization
 - Personnel and partners
 - Strong, weak and missing components
 - Inventory of key assets to leverage
- Comprehensive recommendations for moving forward
- 90-day roadmap / 30-day implementation plan
- Report-out session / workshop

How We Do It

All Harvest advisors have successful hands-on, real-world experience in small and medium-size companies. Using our executive sales management experience, we diagnose our client's situation relative to their goals and to the market's standards of effectiveness. Our recommendations are practical and actionable.

Benefits

- A skilled, independent, thorough diagnosis
- Knowledge so you can act with confidence
- An implementation plan so you can get to work "tomorrow morning"

Harvest Business Advisors ■ www.harvestbusinessadvisors.com

For more information, contact Tony Rushin at 770-331-1184 or tony.rushin@harvestbusinessadvisors.com