



## DRIVE SALES PERFORMANCE

And increase sales effectiveness with SalesSystem CQ<sup>SM</sup>

SalesSystem Capabilities Quotient (CQ) is a diagnostic solution that empowers sales leaders to leverage strengths, identify gaps and recognize capabilities—ultimately defining a Capabilities Quotient that uncovers potential and builds a sales organization of champions.

### Benefits of SalesSystem CQ<sup>SM</sup>

- Improve sales organization effectiveness
- Leverage proven tactics to exploit emerging market opportunities
- Define key metrics to drive desired results
- Achieve higher ROI on training and coaching
- Ensure every sales rep is ready to perform in every situation
- Re-energize your sales force and fine tune customer interactions

## What does good, better and best look like in a sales organization?

The power of our diagnostic capability is fueled by a trends analysis on 400+ sales metrics, compensation data from our partner Xactly®, and CSO Insights® research based on thousands of sales executives. We provide the objectivity and diagnostic capabilities to genuinely benchmark your sales team to others and in so doing, provide a gap analysis in both operational and behavioral metrics.

With the ability to measure 54 dimensions of sales effectiveness, we work to provide a custom 360-degree analysis that covers all critical aspects of your sales organization. This analysis is delivered to you in a robust custom report with results, recommendations and a follow-up action plan.

## Features and Capabilities

### MILLER HEIMAN GROUP SALES SYSTEM®BASED ANALYSIS, SCORING AND KPIS

- Extracted from internal assessment and benchmark comparisons
- Top significant factors define high-potential opportunities
- Targeted KPIs clarify direction and guide remediation actions

### DIAGNOSTIC METHODOLOGY

- Customer centric diagnosis and framework
- Multidimensional approach leads to integrated solutions
- Proprietary methods address specific issues in B2B sales

### EXECUTIVE-LEVEL EXPERT ANALYSIS & RECOMMENDATIONS

- Benchmark against world-class performance
- Interpretation of results by top consultants with real-world expertise
- Best practices based on consulting with thousands of clients worldwide
- Objective insights provide fresh perspective and new ideas

### 360° VIEW OF YOUR SALES ORGANIZATION

- Focus is on six priority business functions in the Miller Heiman Group Sales System
- Inner workings of your sales organization are revealed
- Multichannel approach builds integrated solutions

### PROPRIETARY SURVEY SOFTWARE, INTERVIEWS & FOCUS GROUPS

- Easily captures information and insight from internal teams
- Anonymous survey format encourages honest answers and confident analysis
- Results combine with objective data to deepen insights

### DATA COMPILATION PROCESS

- Miller Heiman Group consultants collaborate with your team to gather data
- Sources include CRM, payroll system, other internal platforms
- Data analysis provides new insights into gaps and opportunities

### DATA SECURITY

- Information is encrypted and anonymous
- Data resides on Miller Heiman Group secure servers

## About Miller Heiman Group

Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership and management. Backed by more than 150 years of experience and performance and built on several well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers, we offer more sales- and customer service-based solutions than anyone in the industry. This allows companies to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website, and follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.

[www.millerheimangroup.com](http://www.millerheimangroup.com)

Learn more about SalesSystem CQ, contact us at [StrategyReady@millerheimangroup.com](mailto:StrategyReady@millerheimangroup.com)

