

SALES CONFIDENCE INDEX

“The first sale you make is in the minds of your salespeople.”

Experienced executives know that the difference between success and failure rests squarely on the quality of the people representing the company. Even if you have a superior product and strong sales processes, if your sales team is not engaged or lacks confidence (in themselves, in the product, or in the company), achieving your goals will be an uphill battle. It becomes even more complicated and challenging if you employ a multi-channel sales strategy to reach your revenue objectives. Confident sales teams, on the other hand, not only are motivated to win, but will find new ways to make your company a success. The Sales Confidence Index (SCI) provides your organization with crucial information about your sales channels' level of confidence, providing you with best practices that you can use to improve performance and identifying the root causes for why your team isn't as confident or engaged as they should be.

Sales Confidence: The Foundation of Consistent Success

Many companies have strong marketing research or PR programs in place to help gauge how they and their solutions are seen by prospective customers. However, many of these companies neglect to analyze the other side of the relationship: how they are seen by the people representing the business. By maintaining an external focus, these companies are ignoring an important truth:

In fact, there is a direct correlation between the confidence of your sales team and your sales performance. If your sales confidence drops, and nothing is done to correct the situation, within three to six months your

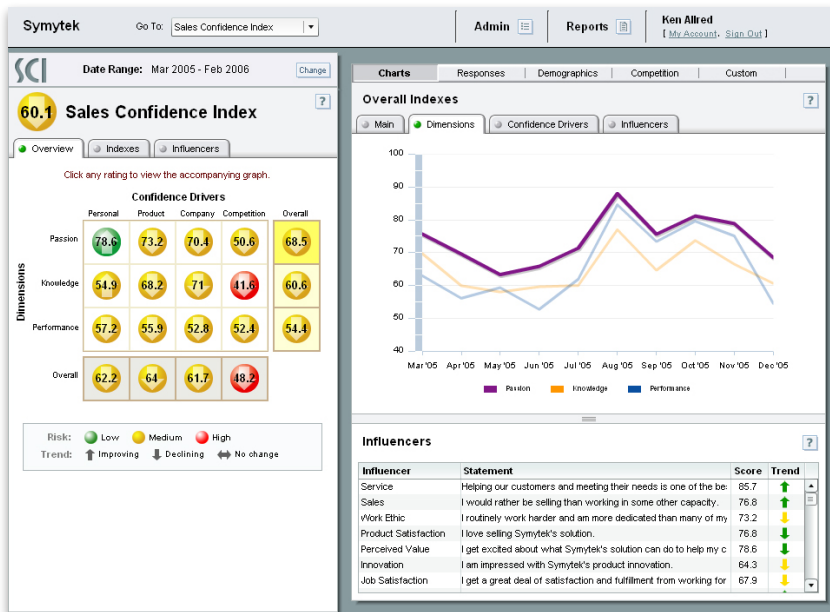
If your sales team has doubts, your customers will as well.

organization's win ratio will suffer as a result. On the other hand, a jump in your sales confidence will create measurable results in a matter of quarters. This makes sales confidence a powerful leading indicator of your company's success.

Key Benefits

- Pinpoint the most important confidence and attitude factors in both your direct sales force and indirect channels.
- Measure and monitor your direct and indirect sales reps' level of engagement.
- Identify areas of risk and opportunity before they become critical issues in your sales channels' performance.
- Ascertain your sales channels' knowledge and outlook about your competitors.
- Develop better-informed strategies for improving sales and training programs.
- Monitor the impact of company initiatives, programs, and policies in both direct and indirect sales channels.
- Focus sales and marketing initiatives on the areas that your sales channels would like to see implemented to help them increase their sales productivity.
- Allocate resources to areas that will have the greatest impact.
- Predict future sales trends based on current attitudes.





Systematically Measure the Key Components of Sales Confidence

To get an accurate measurement of your sales team's confidence, you must examine four basic drivers: your team's confidence in themselves, their confidence in the company, their confidence in the product, and their confidence in their ability to compete with the competition. Using a concise, confidential online interview, Cognitech, in association with Primary Intelligence, measures the key influencers of your sales team's confidence in the areas of knowledge, passion, and performance. The SCI tool then presents the findings to you through customizable, easy to understand metrics that let you track how the most important drivers of confidence are trending over time. The information that SCI provides will allow you and your sales executives to learn:

- What sales initiatives are helping your sales force the most?
- What resources does your sales team need to be more effective?
- What does your sales force see as the largest obstacles preventing their success?
- Which competitors pose the biggest threat?
- How are your products perceived and presented by your channel partners?
- What improvements in your products and services would your sales channels like to see?

Because Cognitech is an objective third party gathering this information and presenting the responses in a way that preserves anonymity, you can be assured that you will receive data that is more candid and honest than what you would receive through anecdotal evidence or brainstorming sessions.

SCI evaluates over 55 influencers, including:

Personal

- Sales skills
- Work ethic
- Pipeline confidence
- Personal development

Company

- Sales process
- Post-sales support
- Future vision
- Lead generation

Product

- Value proposition
- Innovation
- Delivery and implementation
- Price
- ROI

Competition

- Market leadership
- Competitor threat
- Competitive intelligence
- Relationship building

Indirect Channel

- Channel conflict
- Revenue opportunities
- Product loyalty
- Channel compensation

If you could increase the confidence of your representatives on the front line, what impact would that have on your top line?



A Precise Leading Indicator of Future Sales Success

In its Web-based interface, SCI Web-based application provides index scores on 19 key factors that influence your sales team's confidence and performance. These scores, and the metrics derived from them, give you precise indicators of future risk and opportunity—allowing you to allocate your resources, time, money, and training to those areas that will give you the greatest return on investment. This analysis gives you a three- to six-month window to make any necessary changes before potential risks become actual issues that will negatively impact your sales efforts.

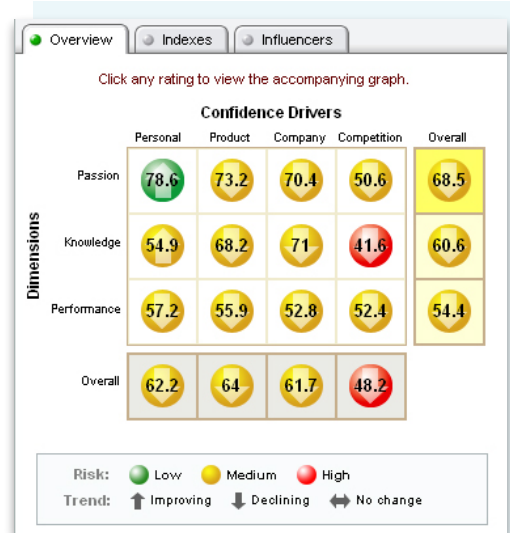
Monitor the Pulse of Your Sales Channels, Direct and Indirect

The Sales Confidence Index is the only technology solution that gives you a comprehensive understanding of your sales team's level of engagement. Through SCI's customizable dashboard, you can rapidly progress from taking a general "temperature reading" of your sales team's morale to tracking and trending their confidence in 55 discrete areas—giving you the information to tailor your training and sales initiatives to those areas that will have the greatest impact on your bottom line.

Sales Confidence Index, as a key component of your sales intelligence efforts, provides your organization with the objective data you need to make informed decisions about how to enable your sales team to be more confident and generate greater revenue.

The Sales Confidence Index:
Helping you understand your business by helping you understand your people.

www.cognitechmarketing.com/what_we_do



Check the Add box next to an index to display it on the chart

Add	Driver	Dimension	Score	Trend
<input checked="" type="checkbox"/>	Overall	Knowledge	60.6	↓
<input type="checkbox"/>	Product	Knowledge	68.2	↓
<input type="checkbox"/>	Competition	Knowledge	41.6	↓
<input checked="" type="checkbox"/>	Company	Knowledge	71	↓
<input type="checkbox"/>	Personal	Knowledge	54.9	↑
<input type="checkbox"/>	Competition	Overall	48.2	↓
<input checked="" type="checkbox"/>	Product	Overall	64	↓
<input type="checkbox"/>	Company	Overall	61.7	↓
<input type="checkbox"/>	Personal	Overall	62.2	↓
<input type="checkbox"/>	Personal	Passion	78.6	↑

Custom Indexes

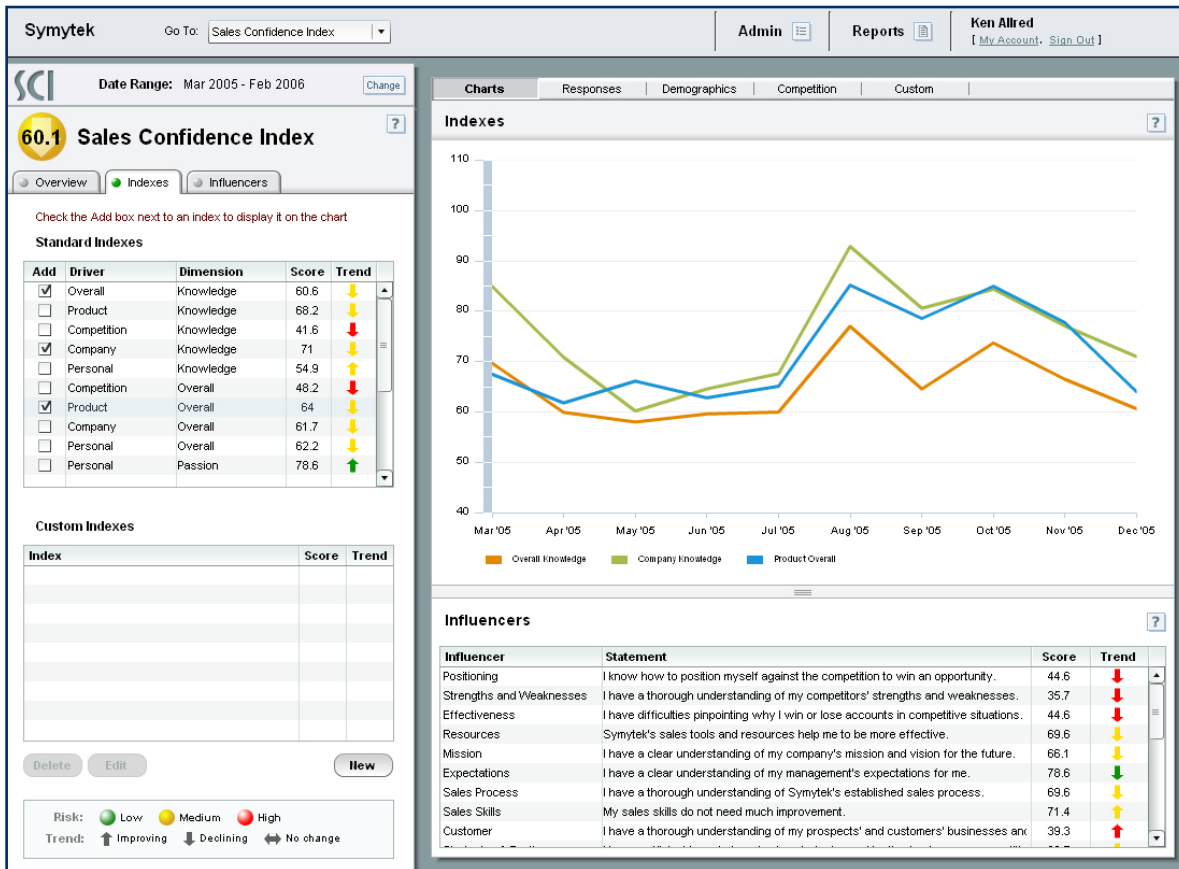
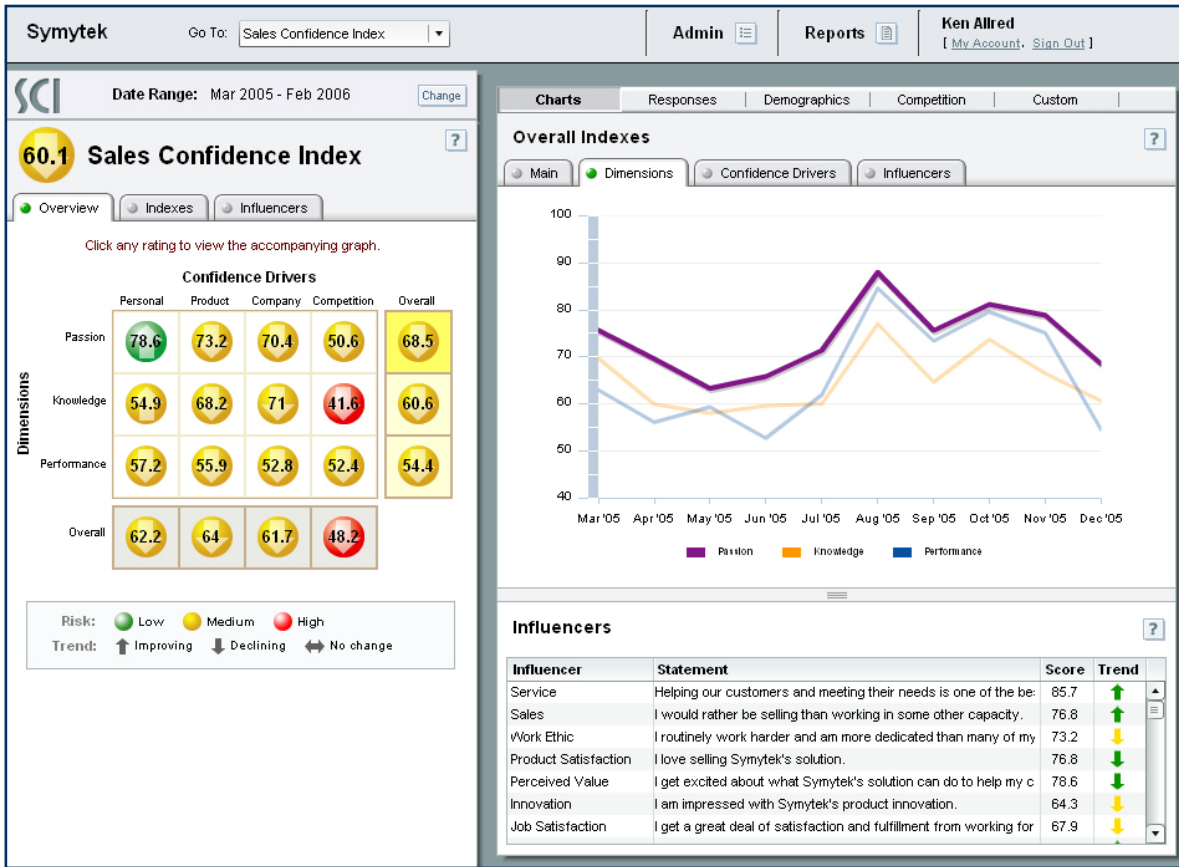
Index	Score	Trend
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Check the Add box next to an influencer to display it on the chart

Filter by: All Confidence Drivers | All Dimensions

Add	Influencer	Score	Trend
<input checked="" type="checkbox"/>	Anticipation	33.9	↓
<input checked="" type="checkbox"/>	Business Ease	55.4	↓
<input type="checkbox"/>	Coaching	39.3	↓
<input checked="" type="checkbox"/>	Communication	53.8	↓
<input type="checkbox"/>	Compensation	80.4	↑
<input type="checkbox"/>	Competitive Intelligence	57.1	↓
<input type="checkbox"/>	Competitor Threat	46.4	↓
<input type="checkbox"/>	Customer	39.3	↓
<input checked="" type="checkbox"/>	Delivery/Implementation	48.2	↓
<input type="checkbox"/>	Drive	48.2	↓
<input type="checkbox"/>	Effectiveness	44.6	↓
<input type="checkbox"/>	Expectations	78.6	↓
<input type="checkbox"/>	Feature Advantage	57.1	↓
<input type="checkbox"/>	Feature Knowledge	71.4	↑





Symytek Go To: Sales Confidence Index Admin Reports Ken Allred [My Account, Sign Out]

SCI Date Range: Mar 2005 - Feb 2006 Change

60.1 Sales Confidence Index

Overview Indexes **Influencers**

Check the Add box next to an influencer to display it on the chart

Filter by: All Confidence Drivers All Dimensions

Add	Influencer	Score	Trend
<input checked="" type="checkbox"/>	Anticipation	33.9	↓
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<input type="checkbox"/>	Compensation	80.4	↑
<input type="checkbox"/>	Competitive Intelligence	57.1	↓
<input type="checkbox"/>	Competitor Threat	46.4	↓
<input type="checkbox"/>	Customer	39.3	↓
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<input type="checkbox"/>	Drive	48.2	↓
<input type="checkbox"/>	Effectiveness	44.6	↓
<input type="checkbox"/>	Expectations	78.6	↓
<input type="checkbox"/>	Feature Advantage	57.1	↓
<input type="checkbox"/>	Feature Knowledge	71.4	↓
<input checked="" type="checkbox"/>	Forecast	48.2	↓
<input type="checkbox"/>	Future	76.8	↓
<input type="checkbox"/>	Implementation Process	66.1	↓
<input checked="" type="checkbox"/>	Improvement	76.8	↓
<input type="checkbox"/>	Innovation	64.3	↓
<input type="checkbox"/>	Integrity	71.4	↓
<input type="checkbox"/>	Job Satisfaction	67.9	↓
<input type="checkbox"/>	Lead Generation	37.5	↓
<input type="checkbox"/>	Leadership	57.1	↓
<input type="checkbox"/>	Market Leadership	53.6	↓
<input type="checkbox"/>	Mission	66.1	↓

Risk: ● Low ● Medium ● High
Trend: ↑ Improving ↓ Declining ↔ No change

Charts Responses Demographics Competition Custom

Influencers

Influencers

Influencer	Statement	Score	Trend
Anticipation	It is difficult to anticipate competitors' strategies and tactics in the deals I am working	33.9	↓
Business Ease	It is not easy for customers to do business with Symytek.	55.4	↓
Communication	Symytek's communication to sales is very good.	53.8	↓
Delivery/Implementation	Symytek's product delivery and implementation is superior to the competition.	48.2	↓
Forecast	It is difficult to accurately forecast when the opportunities I'm working on will close.	48.2	↓
Improvement	I am actively engaged in improving my sales knowledge and sales skills.	76.8	↓
Work Ethic	I routinely work harder and am more dedicated than many of my co-workers.	73.2	↓

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Overview Indexes **Influencers**

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Standard Indexes

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<input type="checkbox"/>	Product	Overall	64	↓
<input type="checkbox"/>	Company	Overall	61.7	↓

Charts | Resp

Competition

● Top Competitors

Tactical Question:
Which competitor worried you most?

View Filter: All Responses

Competitor

All of them.

