

# Sales Strength Analysis™



## Evaluate the strengths and areas of improvement of your sales organization

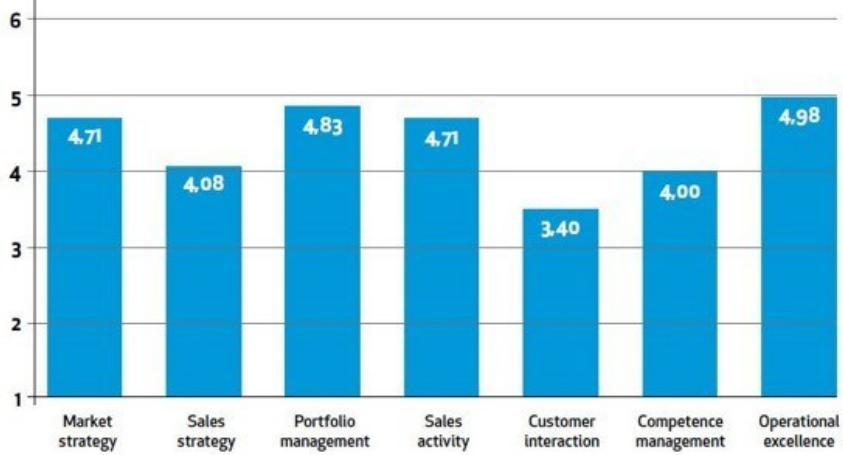
Mercuri International's Sales Strength Analysis™ helps to understand where the sales performance of a company really comes from through 7 general Key Performance Indicators (KPIs) and other important indicators selected among 43 possible ones.

The 7 general KPIs are...

- Market strategy
- Sales strategy
- Customer portfolio management
- Sales activity efficiency
- Customer interaction efficiency
- Competence management
- Operational excellence

### **The benefits of the Sales Strength Analysis are...**

- Overview of the strengths, weaknesses, opportunities and threats of your sales function
- Clear and tangible recommendations for actions to be taken
- Higher commitment to, and better execution of, your market strategy
- An evaluation of the return on investment of various development efforts
- Quick wins (turnover, margin) with same or less capacity



Do you want to know more about our Sales Training methods?

Contact us by phone, mail or press the 'Request more info' button below.

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## MERCURI international

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