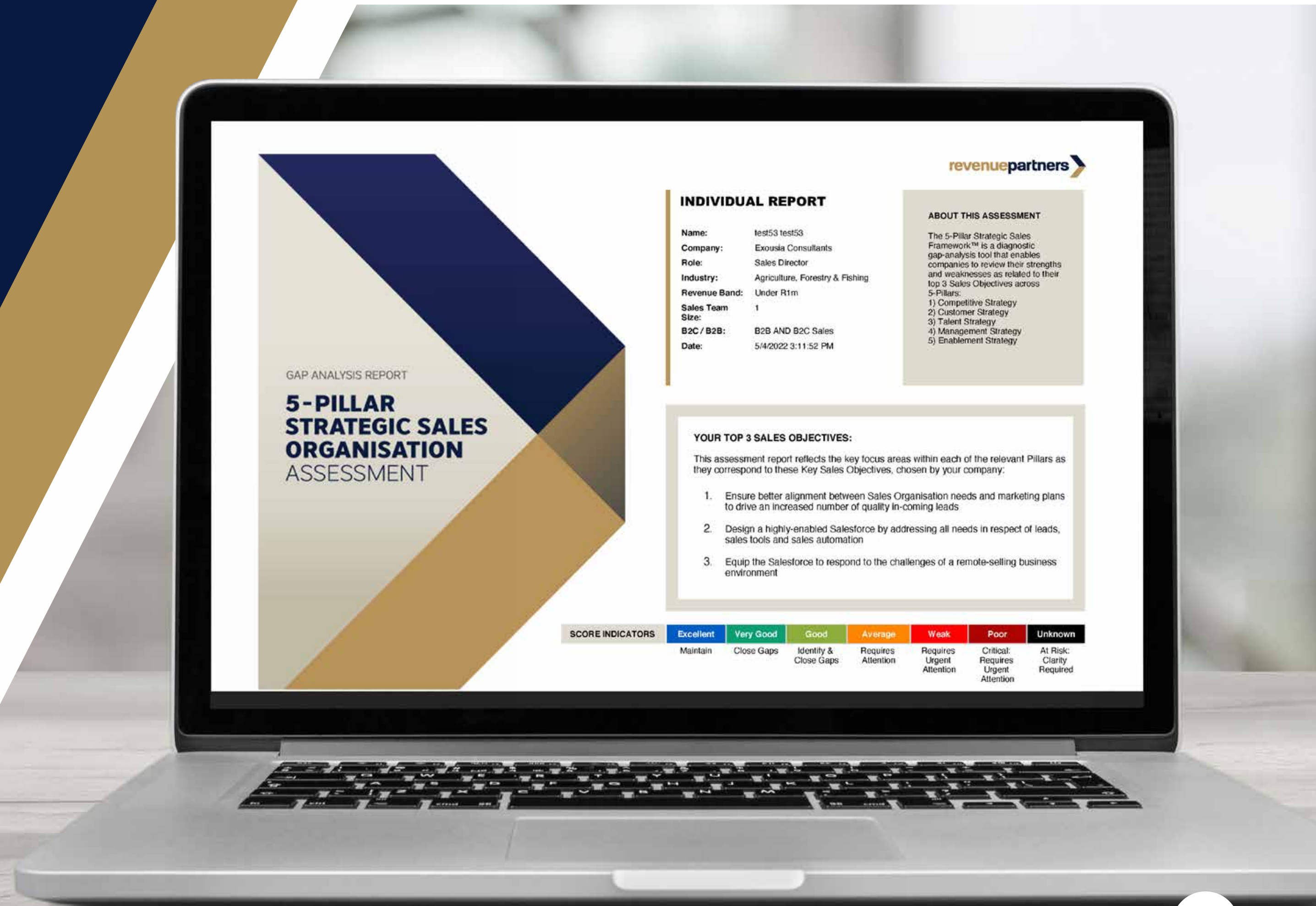


PRODUCT BROCHURE

5-PILLAR SALES ORGANISATION ASSESSMENT

SALES PLANNING AND EXECUTION
GAP ANALYSIS TOOL



YOUR CHALLENGES

5-PILLAR ASSESSMENT OVERVIEW

WHAT YOU GET

HOW THE ASSESSMENT WORKS

IMPACT & RESULTS

5-PILLAR STRATEGIC WORKSHOP

ABOUT REVENUE PARTNERS

YOUR CHALLENGES

ARE YOU FACING THESE CHALLENGES?

IS YOUR COMPANY FACING ANY OF THESE REVENUE GROWTH CHALLENGES?

- ✘ Competitors are driving prices down to unsustainable levels for your company
- ✘ Customers have several options, don't understand your differentiators and so, buy on price
- ✘ Your Company is perceived as too expensive
- ✘ Your Sales Force [all channels] is responsible for a large portion of annual revenue
- ✘ Your Company is losing market share
- ✘ Your Company is not achieving budget
- ✘ Annual revenue growth and margins are flat or in decline.

THE SOLUTION

The 5-Pillar Assessment enables Companies to quickly and clearly identify gaps across the entire Sales Organisation to overcome revenue loss challenges.

IN B2B COMPANIES, THESE CHALLENGES ARE COMPOUNDED BY WEAKNESSES IN THE SALES ORGANISATION

- ✘ No tool in place to routinely assess your Sales Organisation's strengths and weaknesses against best-practice
- ✘ No mechanism in place to collect and aggregate data from Sales and Company Leaders to benchmark against peers
- ✘ The Company strategy does not cascade down into granular-level Sales Strategy
- ✘ Processes in the Sales Organisation are not adequately documented and therefore not consistently followed
- ✘ Strategic planning does not translate into consistent on-the-ground execution
- ✘ Sub-standard performance in the Sales Organisation impedes revenue growth potential

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OVERVIEW

INTRODUCING THE 5-PILLAR ASSESSMENT

A powerful sales planning and execution gap analysis tool.

The **5-Pillar Sales Organisation Assessment** is a sales planning and execution gap analysis tool that combines feedback from your nominated Leadership Team to deliver:

- Scoring of your Sales Organisation against best-practice
- Strengths and weaknesses in planning and execution
- Benchmarking against peers
- Individual scores and aggregated company data
- Ability to track your progress or decline year-on-year.



ARCHITECTS OF THE 5-PILLAR FRAMEWORK



Andrew Honey



Dr Greg Fisher

The 5-Pillar Strategic Sales Organisation Framework™ was created by RevenuePartners Chairman Andrew Honey.

To develop the framework and assessment tool, he drew on 20 years of experience in sales management learnings and over a decade of working with a number of South Africa's leading CEOs from successful, high-growth companies and backed up through extensive analysis of over 70 of the world's leading sales companies and management consultancies.

The final framework was then co-designed in consultation with Dr Greg Fisher, a leading strategy professor from the USA.

To date 300 companies have completed the Assessment.

WHAT THE 5-PILLAR ASSESSES

This proprietary tool enables companies to benchmark themselves against strategic best-practice for developing a mature, high-performance Sales Organisation in the following 5-Pillars:

PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4	PILLAR 5
Competitive Strategy	Customer Strategy	Talent Strategy	Management Strategy	Enablement Strategy
Market Competitiveness	Engaging Customers	Hiring Talent	Development Management	Lead Generation Enablement
Economic Competitiveness	Acquiring Customers	Retaining Talent	Execution Management	Technology Enablement
Structural Competitiveness	Retaining & Growing Customers	Upskilling Talent	Metrics Management	Productivity Enablement



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OVERVIEW

WHAT YOU GET

Clear and comprehensive gap analysis reporting to drive improvements across the Sales Organisation.

- ✔ **An Assessment of your entire Sales Organisation's strengths and weaknesses**
 The Assessment Reports provide powerful insights with scoring against best-practice, and allow companies to track their progress over time against their previous scores.
- ✔ **Reporting tailored to your Company's top priority objectives**
 In selecting your top 3 sales and revenue growth objectives from a list of 12, the Assessment Report is tailored to your company's specific goals for the year ahead.
- ✔ **A powerful gap analysis indicator, in both planning and execution**
 An important feature in the Assessment Report is the highlighting of gaps where execution is impeding delivery of results based on your strategic objectives.
- ✔ **A consolidated view of feedback**
 The Assessment Report consolidates all participant feedback in a Company Report. Individuals also receive their own reports that contrast their feedback against the consolidated Company data.
- ✔ **Benchmarking against peers**
 The Assessment Reports enable you to compare your performance against a sample of 300 local companies operating in your revenue band.
- ✔ **BONUS High-Impact Areas Report**
 You will also receive a detailed report on how your company ranks in 17 High-Impact Areas, where weaknesses have a disproportionately high influence on performance.
- ✔ **Significant time-saving and focus for planning**
 The Assessment Report delivers unparalleled insights for planning, in virtually no time. That's why some of SA's largest businesses have come to rely on the 5-Pillar Assessment gap-analysis to inform their annual planning.

PILLAR 1 revenuepartners
INDIVIDUAL REPORT

PILLAR 1: COMPETITIVE STRATEGY

MARKET COMPETITIVENESS		STRATEGY & PROCESS		EXECUTION & EFFECTIVENESS		MARKET POSITION		CUSTOMER ENGAGEMENT		CUSTOMER			
STRATEGY & PROCESS	MARKET COMPETITIVENESS	STRATEGY & PROCESS	MARKET COMPETITIVENESS	MARKET POSITION	MARKET POSITION	CUSTOMER ENGAGEMENT	CUSTOMER ENGAGEMENT	CUSTOMER	CUSTOMER	1	2		
Our Sales Organisation has clearly defined and documented all stakeholder groups we need to interact with to drive a deal	60%	61%	I am satisfied that our Sales Force use our current ideal Customer Profiles for our product offerings to effectively qualify prospects	80%	67%	54%	N/A	—	66%	63%	66%	1	2
Our Sales Organisation has defined and documented all stakeholder groups we need to interact with to drive a deal	80%	28%	I am satisfied that our Sales Force are currently able to effectively engage with each individual stakeholder group we need to interact with to drive a deal	80%	62%	44%	N/A	—	55%	54%	67%	1	2
Our Sales Organisation has developed a target list of all the companies that fit our ideal Customer Profile	80%	44%	I am satisfied that our Sales Force's current prospect list of companies fits our ideal Customer Profile	80%	46%	44%	N/A	—	60%	62%	60%	1	2
Our Sales Organisation has established our Total Available Market using data and research	80%	61%	I am satisfied that our Sales Force is currently penetrating our Total Available Market	60%	44%	62%	N/A	—	45%	55%	43%	1	2
Our Sales Organisation has sub-divided the Total Available Market into customer segments relative to our product offering	60%	66%	I am satisfied that our Sales Force is currently targeting the Total Available Market by reaching the right customer segments relative to our product offering	60%	67%	58%	N/A	—	54%	54%	55%	1	2
I am satisfied that our Sales Force are currently able to effectively address our differentiation relative to our top 3 competitors	60%	55%	I am satisfied that our Sales Force are currently able to effectively address our differentiation relative to our top 3 competitors	80%	48%	62%	N/A	—	60%	62%	62%	1	2
Our Sales Organisation has identified and documented the weaknesses of our top 3 competitors	60%	49%	I am satisfied that our prospects clearly recognize our unique strengths relative to our top 3 competitors' weaknesses	80%	49%	47%	N/A	—	54%	54%	56%	1	2
Our Sales Organisation has documented a plan to win against our top 3 competitors	40%	30%	I am satisfied that we currently win deals against our top 3 competitors most of the time	40%	30%	30%	N/A	—	50%	43%	52%	1	2

HIGH-IMPACT SCORE COMPANY REPORT revenuepartners
INDIVIDUAL REPORT

This report identifies 17 factors that have a disproportionate impact on the performance and success of a Sales Organisation. Companies should aim to achieve scores ranging between 90-100% to obtain the full benefit of these 17 high-impact areas.

MARKET COMPETITIVENESS		STRATEGY & PROCESS		EXECUTION & EFFECTIVENESS	
STRATEGY & PROCESS	MARKET COMPETITIVENESS	STRATEGY & PROCESS	MARKET COMPETITIVENESS	EXECUTION & EFFECTIVENESS	MARKET COMPETITIVENESS
Our Sales Organisation has sub-divided the Total Available Market into customer segments relative to our product offering	32%	I am satisfied that our Sales Force is currently targeting the Total Available Market by reaching the right customer segments relative to our product offering	57%	35%	35%

Target Score Range: 90-100%

Your Company Score: 35%

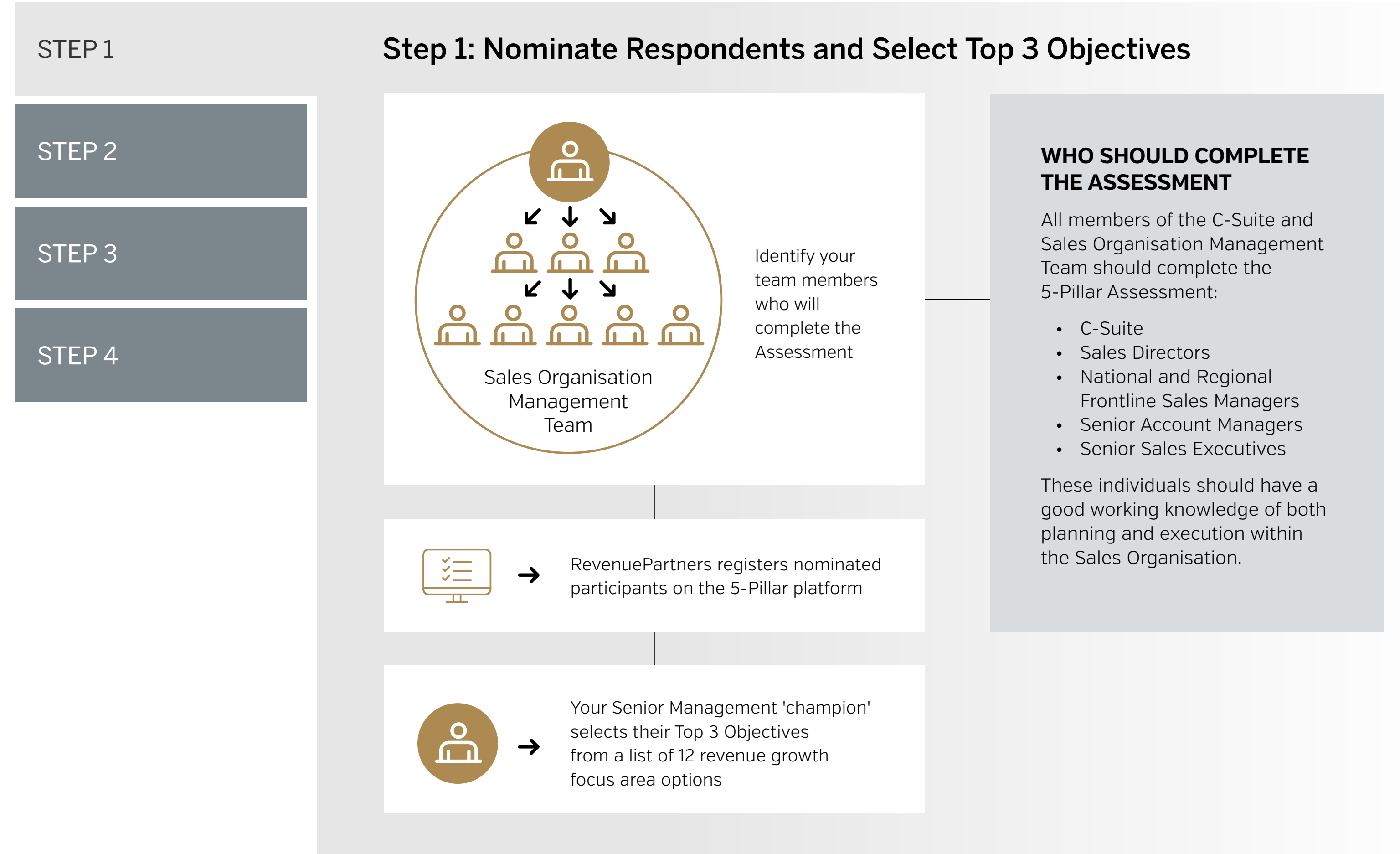
WHY IS THIS A HIGH-IMPACT AREA?
 No matter how specific your solution may be, all prospects and customers in different market segments have different needs that the solution addresses. Customer segmentation is key to ensuring alignment between specific customer needs and your solutions. Segmentation also drives improved customer focus and retention due to value proposition alignment. Moving for effective allocation of marketing spend and opens opportunities for identification of latent customer needs. Market segmentation determines the profit potential of each customer segment and ultimately improves price optimization for margin gain. A critical imperative to customer segmentation is a clear knowledge of the Total Available Market (TAM) within each customer segment based on data decisions of customers versus non-customers within each market segment to lay the foundation for sound strategic planning to best address opportunities within each market segment.

YOUR COMPANY SCORE IS OUT OF RANGE
 Your current score is outside of the ideal score range. The ideal ranking comprises a response of 'Strongly Agree' to result in an 'Excellent' score.



HOW IT WORKS

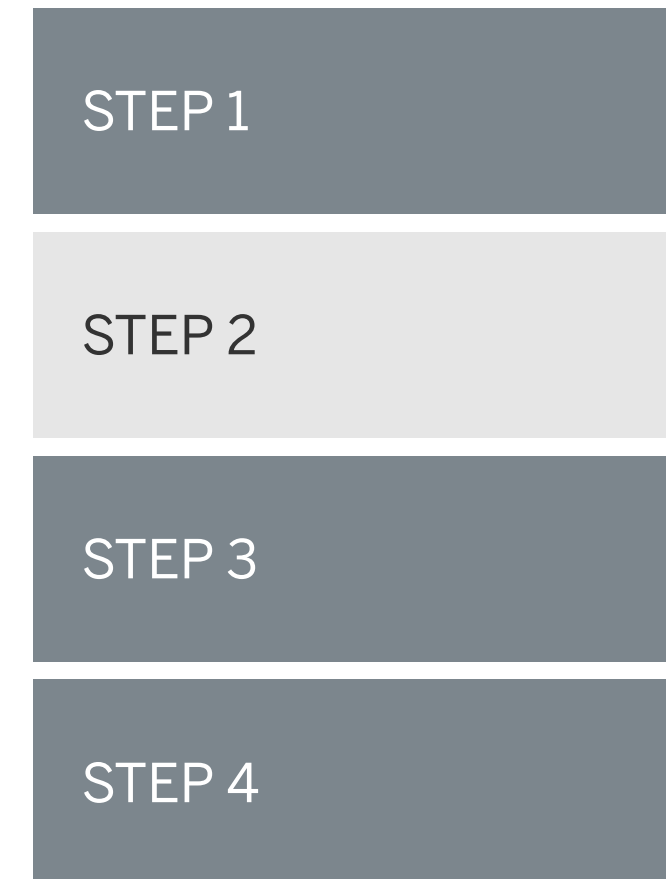
COMPLETING THE 5-PILLAR ASSESSMENT



- YOUR CHALLENGES
- 5-PILLAR ASSESSMENT OVERVIEW
- WHAT YOU GET
- HOW THE ASSESSMENT WORKS
- IMPACT & RESULTS
- 5-PILLAR STRATEGIC WORKSHOP
- ABOUT REVENUE PARTNERS

HOW IT WORKS

COMPLETING THE 5-PILLAR ASSESSMENT



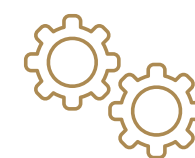
Step 2: Participants Complete the Online Assessment



Participants complete the online Assessment in under 50-minutes

- 1 COMPETITIVE STRATEGY
- 2 CUSTOMER ENGAGEMENT
- 3 SALES TALENT
- 4 SALES MANAGEMENT
- 5 SALES ENABLEMENT

5-PILLARS
Participants provide their feedback across all 5-Pillars of the Sales Organisation



STRATEGY & EXECUTION

Every question per pillar deals with two dimensions – strategic planning and on-the-ground execution

CUSTOMISED REPORTS

Respondents receive detailed, tailored reports:

1. All reports are tailored to the selection of your **Top 3 Objectives**
2. All reports contain **benchmark data** comparing your score to peers
3. All reports include a special component reporting on your **17 High-Impact Areas** scores with accompanying commentary
4. All respondents who have completed the Assessment will receive an **Individual Report** showing how their score compares to the aggregated company score
5. A **Company Report** is also generated, showing the aggregated company scores.

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HOW IT WORKS

COMPLETING THE 5-PILLAR ASSESSMENT

- STEP 1
- STEP 2
- STEP 3
- STEP 4

Step 3: Receive Your Custom Benchmarked Reports



CUSTOMISED REPORT

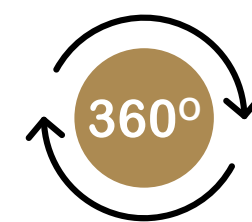
Tailored to your Company's Top 3 Objectives



BENCHMARK YOUR SCORES AGAINST YOUR PEERS

See how your scores compare to your peers by:

- B2B or B2C
- Revenue Band
- Full Sample size of 300 companies.



→ Individually scored reports & aggregated data for company respondents



→ Benchmark your scores against peers



→ Special report on 17 High-Impact Areas

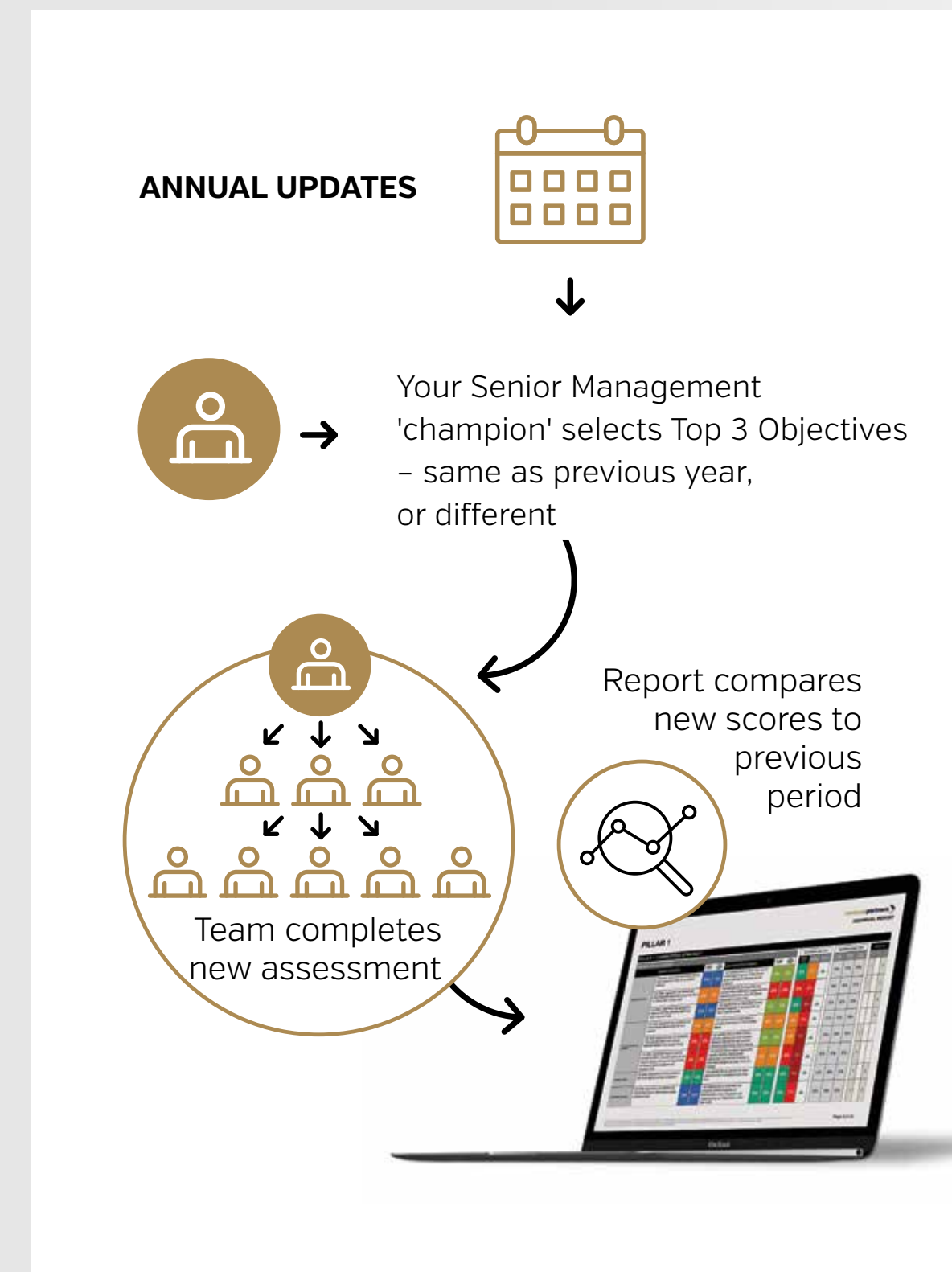
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- STEP 1
- STEP 2
- STEP 3
- STEP 4

Step 4: Conduct Annual Updates to Track Your Year-on-Year Performance



TRACK YOUR YEAR-ON-YEAR PERFORMANCE

Our reports enable you to clearly see where your Sales Organisation is improving or declining by comparing your Company's current score to your previous score, irrespective of your latest selection of Top Objectives.

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CUSTOMER FEEDBACK

How leading companies have found value in the 5-Pillar Assessment.



BRETT WARREN-HANSEN
National Head: Sales Business Banking, Nedbank

"Having completed the Assessment and seeing the results, it's a real eye-opener. This is a strategic sales framework, as opposed to a tactical sales framework, which I think is where a lot of Sales Forces play.

"What struck us was the need for all five of these 5-Pillars. As we got down to the execution, that's where the scores dropped. We'll want to come away with actions for what we do about the execution and enablement."



BURTON NAICKER
COO, Outsurance

"What I found value-adding in the 5-Pillar model was the Customer Engagement Pillar. I think we often get the sales part right but the engagement and customer journey is where we fall short.

"I think if one diagnoses and analyses gaps you can really add value and put in place a properly devised plan to boost customer engagement."



PIETER LE ROUX
Sales Director, Novus Holdings

"As a big, listed company we've often relied on big clients. As our market consolidates and becomes more competitive, we've moved into a long-tail sales cycle.

"The 5-Pillar Strategic Sales Organisation Framework gave us the structure we needed to manage our prospects, track progress, assess wins and losses, and ensure customers have one clear point of contact. The fact that it's developed and supported locally, giving us access to local expertise, was also a key factor in choosing this framework. We're six months into our financial year and already running ahead of budget."


WATCH THE VIDEO




ABOUT THE ASSESSMENT

Watch the video to learn more about the 5-Pillar Assessment and its impact on our customers.



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COMPANION PRODUCT

5-PILLAR STRATEGIC WORKSHOP

For companies looking for assistance in taking the 5-Pillar Assessment to the next level, the 5-Pillar Workshop provides a dynamic, focused forum in which to identify and operationalise strategic revenue growth opportunities.

- 1. Duration:** The workshop takes place over two days, either in-person or online.
- 2. Participants:** It is designed for C-Suite Executives responsible for Strategy and Sales Leadership with a vested interest in top-line revenue growth and margin improvement.
- 3. 5-Pillar Sales Planning & Execution Gap Analysis:** The 5-Pillar Assessment completed ahead of the workshop forms the basis for identifying strengths to leverage and weaknesses to address across the Sales Organisation.
- 4. Future-Based Strategic Planning:** Equipped with the 5-Pillar Assessment Report and your Company's financial data patterns, workshop participants work individually and collectively to complete a series of exercises in Strategy Canvasses that focus on customer-centricity and differentiation for redefining the Sales Organisation's competitive profile.
- 5. Project Prioritisation:** Companies are guided to formulate and prioritise revenue growth projects likely to yield the highest return on investment [time and cost].
- 6. Execution Plan:** We provide inputs and guidance for how the Strategy should be deployed across the Sales Organisation to ensure implementation and execution.
- 7. Strategy Planning Deck:** The outcomes of the workshop are captured in a Strategy Planning deck for reviews, updating and presentations to Stakeholders, Business Unit Heads and the Sales Force.

WORKSHOP BENEFITS

1. All decisions are based on 'OUTSIDE-IN' FUTURE-STATE design thinking where the customer is placed at the centre of the decision-making process.
2. The strategic choices steer companies toward designing strategies and processes that are difficult to match by competitors. This is achieved using frameworks that are future-orientated and focus simultaneously on both customer-centricity and differentiation.
3. It uniquely positions the Company to generate superior value for both itself and its customers.

CUSTOMER FEEDBACK



ANDREW RIDL
CEO, One Digital Media

"The 5-Pillar Workshop pulls key managers into the room that aren't all in the sales department, but who have a key role to play in achieving sales targets across the organisation. These viewpoints and insights are then combined to build a Sales Strategy.

"At the end of the day, you leave with the beginning of a clear roadmap that the entire business can follow."

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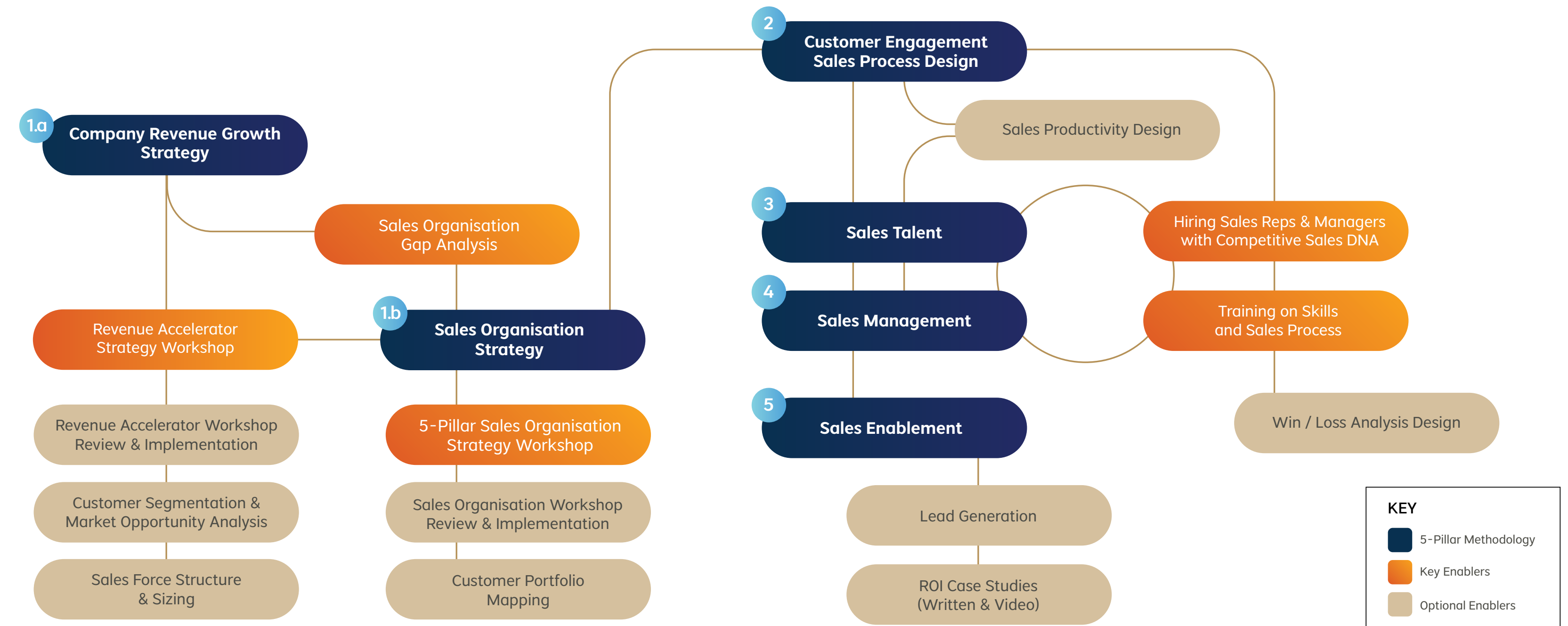
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ABOUT REVENUE PARTNERS

OUR REVENUE ENGINEERING APPROACH

At RevenuePartners (formerly ThinkSales), we assist customers establish a competitive advantage to outperform their markets with our unique 5-Pillar Revenue Growth Methodology delivered through mutual execution accountability.

REVENUE GROWTH SEQUENCING



KEY

- 5-Pillar Methodology
- Key Enablers
- Optional Enablers

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