Criteria for Success
Management Consulting Programs

1. **Sales Growth Program**

   Our most comprehensive offering, the Criteria for Success Sales Growth Program combines the philosophy and the mechanics of selling to establish long-term, sustainable, and predictable growth for your company. The program, which includes analysis, consulting, training, and a Sales PlayBook, spans 3 to 12 months and builds a foundation for further sales growth initiatives.

2. **Sales Exploration**

   Driving effective sales growth requires an accurate understanding of a team's current culture, accountability, and process. Our Sales Exploration utilizes customized surveys and interviews to identify disconnects and areas for improvement. We focus on our clients' priority areas, such as CRM usage or compensation plans, and also look for blind spots leaders may have missed.

3. **Sales & Marketing Alignment**

   To be successful in today's business climate, marketing and sales must function as a cohesive unit. We work with clients to align their company's sales and marketing activities and messaging as well as promote effective communication and collaboration. We also facilitate the development of core tools that can be used for both marketing and selling, ensuring prospects hear a consistent message.

> "While presenters usually present a 'me' based list of plans, ideas, and prescriptive solutions to sales problems, CFS presents a holistic approach to the sales process. Examining the philosophy underlying the sale, the way to 'professionalize' a sales force, and actually training in progressive best practices creates a consultancy unlike any we've ever experienced as an organization."
>
> MARK LAUFER; CEO, LAUFER GROUP INTERNATIONAL

Criteria for Success Management Consulting Programs

4.   Performance Optimization

We help our clients improve each component of performance by understanding everything from how to motivate employees to perform better to what processes need to exist so that they can.
We help our clients understand the current standing of each sales team member, then work to set expectations for team members at each level and implement a coaching and accountability program.

5.   Organizational Structure & Efficiency

True growth happens when you not only have the right people on the team, but the right number of people doing the right jobs. We work with clients to analyze how to structure their sales organizations in times of growth and as market needs change. We develop job descriptions for new sales functions and train leaders on interview and onboarding processes to ensure they find the right candidates quickly and make them productive.

6.   Hiring & Onboarding

Hiring the wrong people can set back even the most successful businesses. When your employees aren't a good fit, not only are they unproductive, but they impede other team members as well. We work with our clients to develop a robust hiring process to employ team members that are a fit for the position and culture, and focus on how to onboard new hires successfully.

Contact Us

criteriaforsuccess

Criteria for Success Management Consulting Programs

7. Forecasting

Effective sales forecasting is essential to sales growth. It enables companies to make informed decisions to achieve short-term and long-term prosperity. Without sales forecasting, there is no way to effectively determine how you should manage expenses, resources, and your workforce. We facilitate both top-down and bottom-up forecasts, then work with our clients to bridge the gap and develop a process to track progress.

8. CRM Effectiveness

Many organizations are not seeing the benefit of their investment in CRM. This could be the result of obstacles such as low adoption, bad data, lack of usable reports, and misuse. We work with clients to align on expectations for the CRM system and determine what needs to happen to get the system working at an optimal level, driving the right selling behaviors and providing actionable reports to management.

9. Behavioral Assessments

Success is rooted in having a sense of self–of deeply comprehending who you are, what you do, and why and how you do it. Our research based, validated TTI Success Insights assessment measures four behavioral dimensions using the DISC theory, first developed by William Moulton Marston. The assessments enable clients to make better hiring decisions, effectively manage employees, and better relate to team members, prospects, and clients.

Contact Us

☑ criteriaforsuccess