



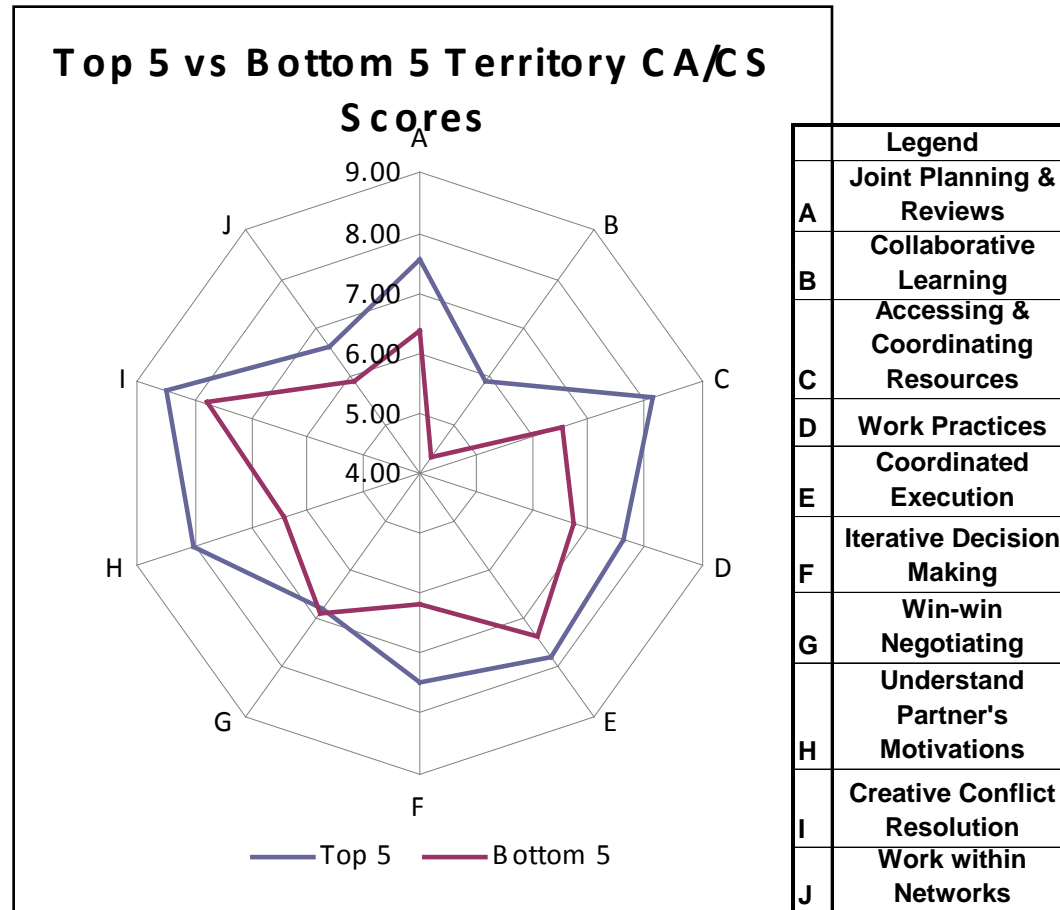
Improve Collaboration  
Improve Sales

# The Collaborating to Win sales force assessment points to money on the table and pinpoints areas for improvement

- There is a statistically significant correlation between making sales goals and being a better collaborator (p<.01, data based on surveys of over 8,000 sales people)
- Improving collaborative ability contributes to generating incremental sales

*“Sales are 100% better in territories where reps are collaborating than in territories where they aren’t collaborating”*

*--Regional Sales Manager*



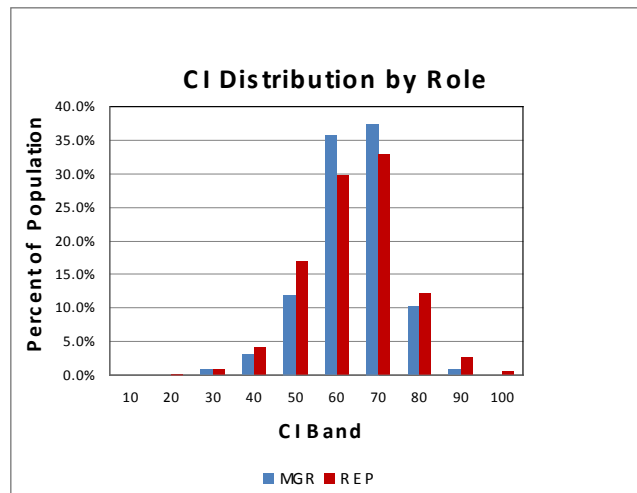
The Collaborative Index (CI) produced through the assessment is a measure of collaborative competency calculated for each individual member of the population and aggregated, compared, and benchmarked. When the assessment is conducted annually longitudinal comparisons are possible

## The CI reflects the extent to which assessment participants...

... behave in a way that is aligned with their beliefs about collaborating?

... engage in the right collaborative activities and do they have the skills to do them well?

$$CI = (\text{Alignment})(\text{Level of Ability})$$






# **Conducting the survey is simple, timely, and provides rapid feedback**

- **Sales force completes a customized 10-15 minute online survey during the specified three week period. Reminders will be sent during the survey period**
- **Collaborative tips and techniques and coaching guidance for managers are often provided when people complete the survey**
- **Management workshop to discuss survey results produces a plan of action**
- **Co-promotion partners are often included, however it is not necessary in order to obtain actionable insight**

# Key benefits of Collaborating to Win

- **Specific data-supported insights into operational and skill deficiencies that when addressed can improve sales**
  - **It is not uncommon that as much as 40% of the sales force is not collaborating effectively**
- **An otherwise unattainable window into the workings of co-promotions from the front lines**
- **Internal barriers to effective collaboration highlighted**
- **Heightened awareness of effective collaborative behavior transferable to other functions and intra-company collaborations**
- **Investing in developing collaborative capability demonstrates to the marketplace a focus on being a good partner**



If you can walk  
You can dance  
If you can talk  
You can sing

- Proverb from Zimbabwe

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