



## Raise Your Win Rate with Science-Based Sales Tools

### Putting Science to Work

Have you enabled your salespeople with science that will guarantee improved win rates? Revenue Storm can do just that. Sales enablement is about arming your sales force with the right processes, tools, and resources to be successful. Our proven sales tools are the centerpiece for personal and organizational change, enabling salespeople to improve their focus, strategy, and tactics to achieve better sales results with more predictability. Our tools and dashboards enable leadership to build a vibrant, coaching culture and display a health report for your entire sales organization.

Our sales tools add objectivity into your sales process with visual x-rays that reveal which sales opportunities are the best qualified, where there are relational and political strengths and gaps, and where you have competitive vulnerabilities. Most importantly, the native SFDC tools help salespeople gain consistency in selling and even provide real-time coaching insights to better support them in the moment.

### Ensuring Competitive Advantage

Competitive sales pursuits have six common areas of vulnerability. Using our proven, proprietary algorithms, the Pursuit Profiler™ Tool evaluates pursuits based on these six areas, providing real-time coaching insights on how to improve your position. With four questions in each of the six areas, the sales team will become aware of what client information and competitive intelligence is missing and how to get that insight, so they can improve their competitive position.

The Pursuit Profiler helps salespeople improve their results, even objectively calculating their probability of winning. Many clients use the StormCast probability score in their sales forecasting process, while their busy SMEs use the score to prioritize which sales calls they attend.

Our recommended dashboards will identify where the salesforce is most challenged and the degree of risk in the sales forecast. Salespeople can use the tactical action plan for team selling, even pushing actions as tasks within the CRM for follow-up.

## Leveraging the Right Relationships

Companies don't buy things; people within companies do. You need to ensure your solution helps the right, influential people. Understanding the political power an individual has in the buying decision and aligning your value proposition to them specifically is critical to success.

Our Relationship Barometer™ Tool enables users to objectively evaluate the strength of business relationships and their political power at the contact level by answering our short set of questions. They can answer these questions immediately following a sales call from their mobile device and record relationship management tasks as well. The tool helps identify where there is not enough depth or breadth of strong relationships and pinpoints which relationships to focus on to best improve sales results.

The sales organization at large will use dashboards to see relationship gaps, trends in buying roles, and which roles need stronger sales messages to better focus sales resources.

## Better Qualifying Sales Opportunities

Salespeople can be more productive by focusing their time on better qualified sales. Giving sales leaders insight on which deals need targeted coaching, the swing 60%, can improve their coaching impact and their efficiency.

Our Qualifier™ Tool uses eight objective questions for Should We Sell? & Can We Sell?, that results in a visual x-ray and categorization into five groups—from Premium Qualified to Disqualified along with real-time coaching insights. Sales leadership gains visibility into the health of their pipeline to aid their coaching and investment decisions.

***Revenue Storm's software tools leverage technology for behavioral reinforcement, just-in-time learning, and sales measurement.***

## > CONTACT US

For more information and to experience the power of our approach, contact us via email at [hq@revenuestorm.com](mailto:hq@revenuestorm.com) or visit [www.revenuestorm.com](http://www.revenuestorm.com).

Revenue Storm Corporation  
425 N. Martingale Rd, Ste 1540  
Schaumburg, IL 60173 USA  
Tel +1.224.659.7710

Copyright © 2019 Revenue Storm Corporation. All rights reserved.

## About Revenue Storm

Revenue Storm is a global sales consulting firm that helps clients implement processes and disciplines to drive sustained revenue acceleration. We provide comprehensive consulting, training, coaching and rigorous analytics to help Fortune 1000 firms create demand and increase profitable, sustainable revenues.

Headquartered just outside Chicago, the firm accelerates revenues for its clients in 45 countries and 7 languages.

