



# THE CHAPMAN GROUP

*"Integrated Solutions that Optimize Sales Effectiveness"*

## Who We Are

Founded in 1988, The Chapman Group is a sales and account management effectiveness consulting firm that collaborates with clients to create "world-class" sales organizations. We assist clients of all sizes and industries in increasing their sales through the implementation of innovative best practices. Our metric-based approach integrates the art with the science of sales; enabling clients to grow revenues and become more efficient, effective and profitable.

***Sales Effectiveness is an initiative that incorporates the best practices of infrastructure, process, methodology, metrics, skills & tools to optimize revenue & profitability through a company's channel of distribution.***

## What We Do

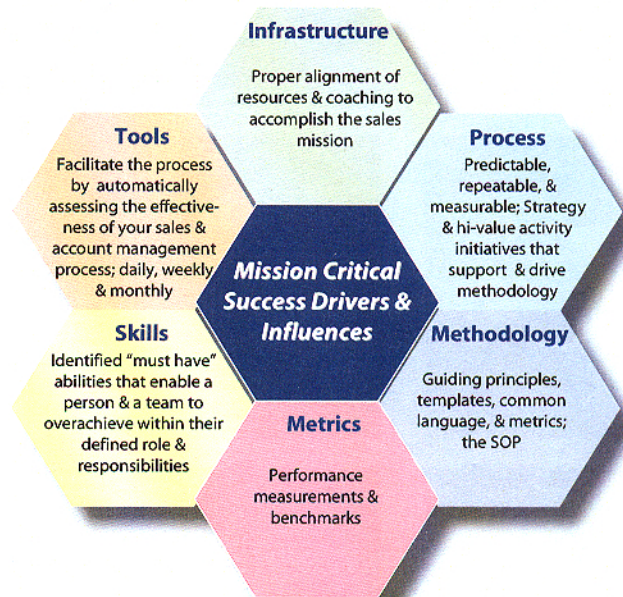
***We Solve Complex Sales Challenges that Enable Our Clients to Increase Revenue.*** The Chapman Group (TCG) has established a reputation as a leading resource for "optimizing sales effectiveness" and has earned this reputation through the extraordinary results it has achieved with its clients. The Chapman Group's "end-to-end" solutions approach to solving sales challenges are unique and different. We are truly an integrated solutions provider!

## Our Commitment

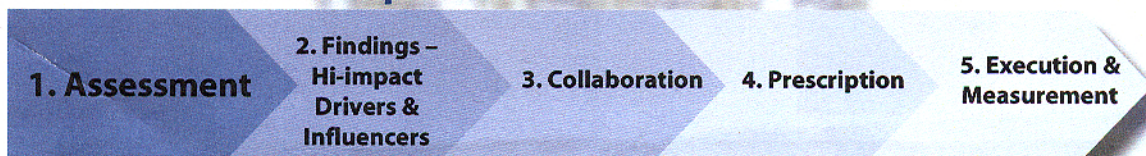
Our commitment goes to the heart of your business – from strategy and process design through implementation, we are continuously measuring and tracking results. Whatever the course of action is, we are there with you each step of the way, working with you toward your goals. At The Chapman Group, ***"Our Client's Business Success is Our Business Success"***. Your problems are serious and real. Our solutions are too!

*"When we originally talked with The Chapman Group and they told us we could expect to close accounts within a relatively short period of time and better manage our existing accounts I was doubtful. We are receiving payoffs that were advertised. We are getting benefits plus more at a fraction of the cost compared to other solutions"*

*Fortune 100 Company,  
Director of Corporate Sales*



## 5 Steps "To Effectiveness" Plan





# Integrated Solutions that Solve Complex Sales Challenges and Create Revenue

## STRATEGY

**Sales Strategies**

- Strategic Account Management
- Sales Confidence Index
- Win Loss Analytics

**Channel Selection**

- Managing Channel Partnerships

**Value Proposition**

- Economic Value Proposition

**Account Segmentation**

- Segmentor™

## Sales Processes

## PROCESS

**Organization Structure**

- Infrastructure Models
- Diagnostic Workshop
- Sales Confidence Index

**Job Roles & Responsibilities**

- Job descriptions
- Competency Profiler™

**Coverage & Quota Planning**

- Activity Ratios

**Metrics & Forecasting**

- Forecaster™
- 26 Performance Metrics™

## Sales Management Processes

## TRAINING & TOOLS

**Leadership & Sales Coaching**

- Sales Manager 101™
- Professional Sales Coaching
- The Leadership Way™

**"C-Level" Selling**

- "C" World
- Business Acumen

**Relationship Solution Selling**

- REAL/SP

**Compensation & Rewards**

- Compensation Modeling

**Opportunity Qualification**

- Opportunity Qualifier™

**Account Rating & Loyalty Surveys**

- LoyaltyPro™
- Internal Team Metric

**Relationship Penetration Analysis**

- Relationship Index

**Technology CRM / SFA**

- XSalerator™
- Hi-VAM™

Change Management Continuum