

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-toend" 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

Infrastructure

Proper alignment of resources & coaching to accomplish the sales mission

process; daily, weekly **Mission Critical Success Drivers &** Influences

Metrics

Identified "must have abilities that enable a person & a team to

Tools

Facilitate the process

by automatically

assessing the effective-

ness of your sales & account management

& monthly

overachieve within their

Skills

defined role & responsibilities Performance measurements & benchmarks

Process

Predictable, repeatable, & measurable; Strategy & hi-value activity initiatives that support & drive methodology

Methodology

Guiding principles. templates, common language, & metrics; the SOP

5 Steps "To Effectiveness" Plan

1. Assessment

2. Findings -Hi-impact **Drivers & Influencers**

3. Collaboration

4. Prescription

5. Execution & Measurement

Integrated Solutions that Solve Complex Sales Challenges and Create Revenue

CHAPMAN GROUP STRATEGY TRAINING & TOOLS **PROCESS** Professional Sales Coaching •Opportunity Qualifier ™ Sales Confidence Index Sales Confidence Index Diagnostic Workshop Infrastructure Models •The Leadership Way ™ •Sales Manager 101™ Win Loss Analytics Sales Strategies Strategic Account Sales Coaching Qualification Opportunity Leadership & Organization Management Structure Sales Management Processes Competency Profiler ™ Internal Team Metric Managing Channel & Loyalty Surveys Business Acumen Responsibilities Job descriptions **Account Rating** •LoyaltyPro ™ Job Roles & **Partnerships** •"C"World Selection "C-Level" Channel Selling Sales Processes •Relationship Index **Quota Planning** Activity Ratios Economic Value Proposition Penetration Relationship Relationship Coverage & Proposition Analysis Solution •REAL/SP Selling Value •26 Performance Metrics TM Compensation Modeling Segmentation Compensation •Segmentor ™ •Forecaster TM XSalerator ™ Forecasting & Rewards Technology Metrics & ·HI-VAM TM CRM/SFA Account Հիգոցе Маոգջուց Հօոէլոսսո