



Revenue Storm talent management accelerates profitable revenues by equipping your team—from human resources through in-field sales—with proven, comprehensive tools and techniques. Combined with alignment, coaching and analytics, we bring science to sales growth.

Grow Talent for Revenue Take Your Customers by Storm

Your training and talent management are killing sales.

The #1 recruitment shortage is sales talent. Failed hiring and training in the sales department costs \$300,000 per year per position. Blame it on the myth that salespeople are born. We disagree: sales talent can indeed be vetted, trained and coached.

Yet while nearly every sales organization employs some form of talent management, we find that fully **90%** of executives, managers and sales personnel have received training and support that fails to align with the optimum approach for their company and sales targets.

Not surprisingly, it is common for only 10% of sales personnel to reach their quota.

We target measurable results within six to eighteen months.

Revenue Storm's talent management services accelerate profitable revenues by helping develop your team and equipping them—from human resources to sales managers to in-field sales—with proven, comprehensive tools and techniques that align with your sales strategy.

We will help you • **select** • **engage** • **develop** • **leverage** • and **retain** • top sales talent.

Revenue Storm services are not typical personality profiling and sales training. We target measurable gains within six to eighteen months. We take a deep dive into live sales opportunities... real accounts... real results. We can re-launch your entire team with the alignment, skills and reinforcement to start a revenue generation engine.

We are about real-world, top-line performance, and we focus on lasting change. Revenue Storm services have helped clients report sustainable revenue improvement of 10% to over 100%. We use a suite of proven analytical tools to measure progress, and we combine training with targeted coaching and executive working sessions to accelerate revenue.

“Winning and losing deals was becoming a crap shoot. With Revenue Storm, we’ve got a holistic view of the marketplace... our salespeople learned how to bundle services... and we increased revenue performance [by 150% over three years] with fewer sales resources”

*Michael Crisafulli, Director
Optoelectrics Strategic Business Unit
California Eastern Laboratory
[US sales channel for NEC]*



We deliver services tailored for your specific challenges.

Revenue Storm training brings together groups of ten to 50 people within a company or division to install the methodology, knowledge and insights to drive change.*

Our benchmarking and training are competency-based. That is, we use science and rigorous methodologies to target specific knowledge and performance gaps in your sales organization. Some companies need an integrated methodology to drive wholesale strategic improvement in sales performance, while others need specific training for a key division or new employees, or even coaching for specific individuals. Revenue Storm offers proven solutions for each challenge.

Key components

- **Assessing Sales Talent: Sales Talent Predictor™**
Our Sales Talent Predictor (STP) is a state-of-the-art psychometric tool and measurement service designed to help you hire, train and coach high performance salespeople. For those without sales experience, for example college recruits or employees in non-sales roles, our Sales Talent Indicator (STI) is a shorter version of the STP that can assess raw sales potential.
- **Preparing Sales Managers: Managing to Revenue™**
Before sales teams receive training, their managers need skills and techniques to be effective. Managing to Revenue (MTR) is a two-day session that covers tricky team-related issues such as pipeline reviews and performance management, as well as broader business issues—from account/territory planning and internal resource procurement to sales funnel forecasting and reporting.
- **Launching Successful Sales Teams: RevenueStorming®**
Our flagship training service, RevenueStorming, is a hands-on, intensive three-day working session—combined with an electronic and paper-based toolkit—that shows your salesforce how to develop meaningful, actionable plans using their live sales opportunities. It helps participants rigorously address strengths and weaknesses in 27 sales competencies, and establishes effective techniques for results—such as how to create entry points in a new account.
- **Advancing Sales Manager Skills: Coaching to Revenue™**
Once we train the team, we boost performance by helping managers effectively lead sales pursuits and manage client relationships. Over two days, Coaching to Revenue (CTR) covers essential sales leadership skills such as coaching pursuits, handling win/loss reviews, playing an effective role in sales calls and even damage control.

Performance packages

Most Revenue Storm clients, particularly those without a sales methodology in place, win the greatest revenue gains by bundling training and coaching services:

- **Comprehensive Training: Installing a Demand Management Process™**
This comprehensive two-phase training and coaching program installs a Demand Management process in a field sales organization. A three-day Demand Creation™ Session closes the knowledge gap around making new customers, followed by personal coaching to close the performance gap between knowledge and the ability

* By contrast, Revenue Storm coaching typically works with individuals or focused pursuit teams to build mastery and performance.



to execute in daily sales pursuits. After 60 to 90 days, a three-day Demand Capture™ Session focuses on capturing customers, followed by personalized coaching.

- **For Sales Managers Only: Improving Revenue Management**

Revenue Storm addresses the plight of sales management to deliver greater results with fewer resources by combining its two management-level sessions—Managing to Revenue and Coaching to Revenue—with our Shadow Management coaching. By ensuring effective management, we drive measurable performance gains.

Comprehensive solutions to install a revenue engine or complement your existing methodology.

Whether or not you already have a sales methodology in place, Revenue Storm training is an effective way to drive new performance gains. We take a unique, comprehensive approach to sales pursuits using live sales opportunities, and our clients find it a powerful, complementary, mobilizing force. Just ask the thousands of salespeople who have experienced our RevenueStorming session.

Revenue Storm training is particularly powerful in conjunction with our complete program. Our consulting practice works with management to identify the Go-to-Market Strategy anchoring each revenue stream. Our analytics practice then uses powerful psychometric tools to align organizational and individual competencies with the strategy. This allows us to recommend process changes—and for our training practice to focus on specific knowledge gaps. To close competency gaps, our coaching practice delivers personal coaching and online resources. Finally, we track performance such as revenue growth, win rates, and deal size.

We bring together the science, process, and art of selling. Unleash your rainmakers and take your customers by storm.



About Revenue Storm Revenue Storm is a 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 by 10% to over 100%—enterprise-wide. Headquartered in Chicago, the firm accelerates revenues for its clients in 20 countries and eight languages. For more information and to experience the power of our approach, go to www.revenuestorm.com.

Copyright © 2005-2006 Revenue Storm Corporation. All rights reserved.