

EXECUTIVE-LED CURRICULUM

Fluency Assessment



MEASURE YOUR TEAM'S ABILITY TO SELL BUSINESS VALUE

Quantify results: Our Fluency Assessment assesses your team's individual and collective proficiency in selling your solutions for their power to transform how your customers perform. Objectively taking stock of your strengths and gaps builds both a vision - and a pathway. First, determine your team's starting fluency. Then, discover the strengths your teams have built after completing our Executive-Led Curriculum tailored to your needs.

Our Fluency Assessment gives you an objective evaluation of your sales team's level in the 5 Chief Competencies for selling business value so you can make an informed decision about your learning investment.

What You'll Learn About Your Team

We provide detailed before and after pictures of how we've raised your team's game through our Executive-Led Curriculum, which addresses the Chief 5 competencies for engaging with and selling to business decision-makers:

- 1 Business Knowledge** The ability to understand a customer's operational model and effectively interpret the macro economic factors impacting their performance.
- 2 Customer Insight** The ability to gain the account insight required to identify new opportunities and to credibly engage around a customer's strategic initiatives.
- 3 Financial Acumen** The ability to interpret financial trends and analyze customer financial performance to pinpoint areas of need.
- 4 Return On Investment** The ability to credibly quantify the financial impact of investing in your solutions using metrics meaningful to the customer.
- 5 Executive Engagement** The ability to credibly engage, build relationships and sell at executive levels within customers.

RESULTS YOU CAN SEE

Our Fluency Assessment is the starting point for tracking team metrics for revenue growth. Our comprehensive, blended learning framework delivers substantial, measurable results — and the methodologies to track and quantify them.

5 AVAILABLE VERSIONS

Designed for the varying responsibilities and regions of individuals throughout your organization:

1. Direct Sales
2. Channel Performance
3. Public Sector Sales
4. Direct (Internationalized)
5. Channel (Internationalized)

Insight That Improves Performance

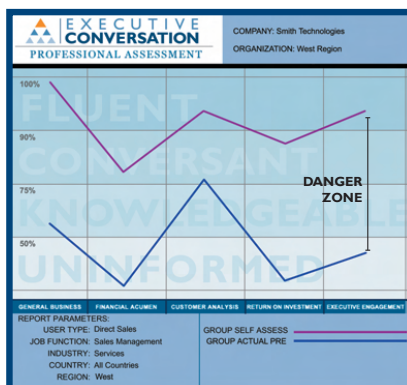
Our Fluency Assessment will help you implement the learning improvements necessary for your team to sell with buyer's side perspective. You'll benefit through:

- ▶ **Aligning Delivery With Audience**
Before your team walks into the classroom, our Executive Instructor will have reviewed participant profiles to tailor workshop delivery to their needs.
- ▶ **Tracking Results** Before and after profiles measure skills adoption and identify areas for manager coaches to reinforce skills.
- ▶ **Customized Materials** Assessment results provide profiles to tailor our learning framework to emphasize competencies requiring more attention.
- ▶ **Feedback at the Individual Level**
We monitor progress and offer effective reinforcement to each of your participating team members.

FLUENCY ASSESSMENT PROCESS

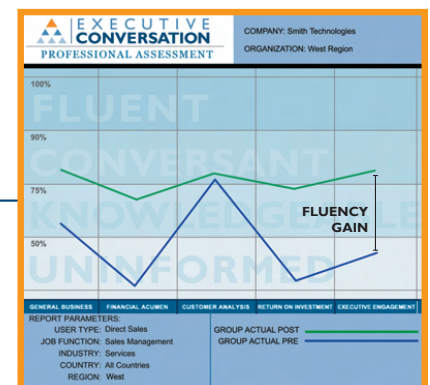
Our two-part Fluency Assessment produces before and after profiles showing your team's proficiency in selling solution business value.

1. CONDUCT INITIAL ASSESSMENT



2. TAKE EXECUTIVE FOCUSED SELLING PROGRAM

3. CONDUCT SECOND ASSESSMENT



Who Should Take the Assessment

Not everyone in your organization needs to master all five of the competencies for selling business value. We'll help you identify the right roles to receive appropriate learning support — and assess the success of the skills adoption. We recommend all members of your organization who have customer contact take the assessment. Here's why:

- ▶ **Field Managers** will gain an understanding of the assessment and be better able to serve as the player-coach, guiding and reinforcing skills growth within their teams.
- ▶ **Field Sales** profiles provide baseline information managers can use to pinpoint coaching conversations around specific areas of need.
- ▶ **Others In Your Organization** who participated in our Executive-Led Curriculum some time ago and feels the need to assess their current fluency.

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