



CUSTOMER MANUFACTURING GROUP

SALES THRUPUT ACCELERATOR®

COMBINING OUR EXPERTISE & YOUR EXPERIENCE TO ACCELERATE SALES GROWTH

Most people think they know what to do to increase sales. In fact, they know lots of things to do.

The output of the Sales ThruPut Accelerator service is a report identifying the actions recommended to increase sales and why those recommendations are being made.

You want to increase sales. (When is that not true?) The question is: What specific activities will increase sales? Most of you have a "gut feel" for what you should do and simply act on that intuition. Sometimes you're right, and sometimes you're not.

Truthfully most people think they know what to do to increase sales. In fact, they know lots of things to do. The critical issue is to pick the right one. Before you spend a lot of money on something that might be right, or worse lose valuable time, consider using Sales ThruPut Accelerator to help you make the right choice.

Now you can use a proven method others have used to assure you get the sales increases you need, want, and demand. And the process is quick, easy, and cost-effective.

Where should you allocate your resources to increase sales? Do you need to spend more money, or just reallocate what you are already spending? What are the barriers to increasing sales? Where should you focus your attention?

"Sales ThruPut Accelerator helped us know what to do so we could be totally focused on that solution."

If you want to increase your revenue and sales effectiveness, Sales ThruPut Accelerator is a *pathway analysis tool* designed to identify the best activities to make that happen.

Converging product performance and service levels in most industries have made it more difficult to get prospect and customer attention. Rising above the clutter without breaking the bank requires that companies get more effective with all of their sales and marketing activities. The critical issue is to **know** where to focus first to get results ... quickly.

"The analysis and recommendations provided by Sales ThruPut Accelerator are quite beneficial to us in our strategic planning process; they are helping us to get the bits and pieces right."

How Does It Work?

If you're familiar with Constraint Theory (or Constraint Analysis), Sales ThruPut Accelerator is quite simply a fast, accurate, and cost-effective method for finding the constraint to sales in your company. Once you know where the constraint is you can eliminate it. The good news is that Sales ThruPut Accelerator makes finding the constraint quick and easy ... without sacrificing accuracy.

How does it do that so well?

With the possibility that this may be more than you want to know, Sales ThruPut Accelerator is built using what is called pathway modeling or causal modeling. We have developed a pathway model of marketing/sales for virtually all industries (from a standard set of templates we can modify an existing pathway model for your specific company).

From this pathway model, Sales ThruPut Accelerator, using qualitative analysis methods based on expert knowledge built into the analysis engine, identifies the key constraints to increased sales in your company at this time. The output of the Sales ThruPut Accelerator service is a report identifying the actions recommended to increase sales and why those recommendations are being made.

"Following the recommendations got us results."

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How Do You Use Sales ThruPut Accelerator?

Sales ThruPut Accelerator is provided as an analysis service using electronically delivered questionnaires to those people in the organization who can provide the qualitative data needed for the analysis to be conducted. The questionnaire is tailored to the industry you are in, and the respondents will need about 30 minutes to complete their responses.

Approximately 10 days following the return of the questionnaires, we present the findings to you in a face-to-face meeting along with a written copy of the analysis and recommendations. There is no other time or resource requirement from you.

How Does Sales ThruPut Accelerator Work?

Sales ThruPut Accelerator is based on variations of pathway modeling and constraint theory. Based on over six years of research and development and our extensive expertise, Sales ThruPut Accelerator uses a comprehensive pathway model of marketing/sales. This pathway model understands the linkages and interactions between and among the various functions and activities in the marketing/sales process and its interaction with other corporate activities including strategy and product development. It uses this information to direct you to the right first things to do to increase revenue.

The pathway analysis model used to create the Accelerator family of tools recognizes that marketing, sales, and product development are interlocking activities that drive the demand-side of your business. As such, your ability to increase sales is integrally tied to the other functions within the model. Therefore, to **know** (rather than just live with an "informed" guess) what to do to increase sales requires a complete look at the entire process model. This is what the Sales ThruPut Accelerator service does.

This analysis could be done using traditional assessment methods combined with whatever quantitative data might be available, but those techniques are time intensive and dependent on the interviewers. Sales ThruPut Accelerator is unbiased and dependent only on the underlying model and proven analysis methods.

“Sales ThruPut Accelerator identified and confirmed the magnitude of our larger organizational issues, and put these into a balanced perspective.”

More Information

For you to learn more about Sales ThruPut Accelerator we'd be happy to have a no-hassle conversation with you to help you determine if Sales ThruPut Accelerator is right for you. If you prefer you can contact us by email at info@customermg.com