

# The Naro Group's Four-Step Sales and Marketing Transformation Process



Improve Performance.  
Drive Revenue.

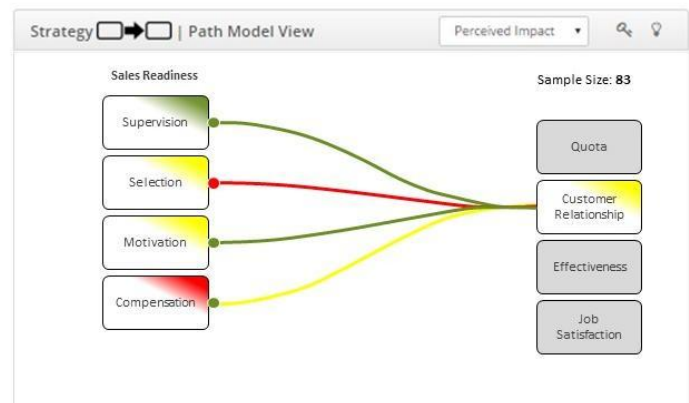
### About The Naro Group

The Naro Group provides sales leaders with proprietary sales processes, skills training, and industry expertise to create their own unique selling process in order to execute their go-to-market strategy. The Naro Group leverages CustomerCentric Selling® (CCS®), a proven sales methodology for predictably improving revenue growth and sales performance, as its sales methodology of choice. Contact Jim Naro, President, by email at: [jnaro@TheNaroGroup.com](mailto:jnaro@TheNaroGroup.com).

### For Sales Insights

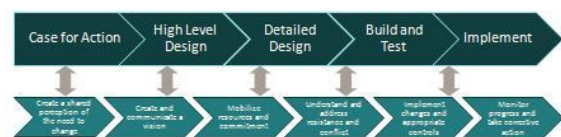
Visit the Knowledge Center at [www.TheNaroGroup.com](http://www.TheNaroGroup.com) for more sales and marketing transformation.

**Sales Readiness Assessment.** The Naro Group will perform an in-depth analysis of what's working in your sales organization, what's not, and how well your sales program supports your go-to-market plan. Through executive-level planning sessions and evidence-based discussions of sales team performance and supporting processes, we'll explore how well your sales team's performance aligns with your corporate goals and sales objectives.



**Change Management.** Once the operative state of your sales organization and its supporting structures are identified, we work with you to develop a strategic change management plan for sales and marketing transformation. The plan is based on industry best practices for sales readiness and sales enablement. A Sales Readiness Index is used to monitor progress of your sales initiatives.

### Project and Change Lifecycles



- The change lifecycle and the project lifecycle need to be tightly linked
- Change management activities start with project launch and run through implementation and control
- If the two become separated or out-of-phase, the success of the project and its associated benefits are at risk

**Sales Readiness**

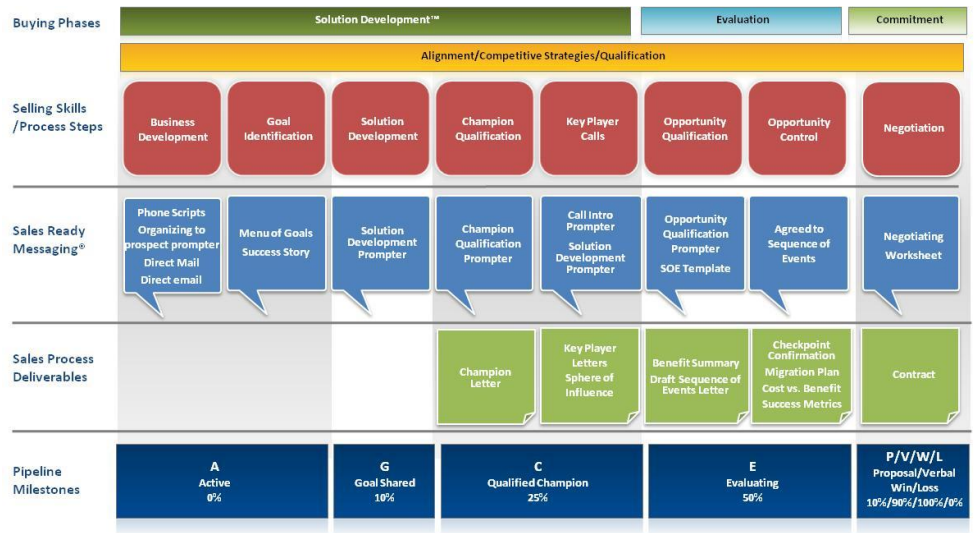
How quickly and efficiently are your sales people moving qualified pipeline opportunities to closure? Do your existing sales methodologies and processes fully support your sales team? Do your sales people have the skills, pipeline models, forecasting capabilities, opportunity management, and planning tools that they need to succeed? Are they engaging in the right activities throughout the sales cycle?

**Sales Enablement**

Do your sales people have all the intelligence they need about your products, markets, and the competition? Do they have access to the right knowledge-based support tools? Is each member of your sales team fully prepared to sell your specific offerings? Can your sales people have conversations that engage buyers and lead them into sales cycles?

**Implementation.** With your change management strategy mapped out, The Naro Group provides implementation guidance throughout your sales and marketing organizations. We provide structure and direction in developing and refining your sales methodologies, sales enablement tools, and sales and sales management process and activities.

**CustomerCentric Selling® Methodology**



**Success Measurement.** To ensure that your sales and marketing transformation plan is fully embraced throughout your organization, The Naro Group will work with you to establish metrics for tracking success, and ultimately, the increased revenue it drives.

Sample Success Metrics	Baseline	Target	Q1	Q2	Q3	Q4
Pipeline health (\$ volume & distribution)						
Win rate of proposals issued						
Average sales cycle time (months)						
Average Deal Size (dollars)						
Time to new hire first sale (months)						
Sales forecasting accuracy						
Quota Attainment Distribution						
Sales rep. Turnover rate %						
Sales Productivity (rev/# people)						



**Contact Us**

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