

# SALES FORCE ALIGNMENT SERVICES

## OPTIMIZE YOUR SALES FORCE ALIGNMENT

Successful territory alignment engagements with large corporations have enabled Aspect to build expertise and develop a “best-in-industry” knowledge of the most effective tools and services available to implement successful sales force alignment strategies. As a result, Aspect is pleased to announce **Sales Force Alignment Services**.

Aspect can analyze your current sales structures and put the tools and services in place to efficiently structure your sales force, lower your costs per call, optimize your sales territory alignment, automate the management of alignment, and help you determine effective incentive compensation plans.

### THE ASPECT SOLUTION

Aspect Consulting offers a phased approach to improving your sales force alignment:

#### Evaluate your Current Practices

Aspect consultants will interview with key business owners from your sales, marketing, finance, and IT departments to identify all opportunities for improving sales and marketing initiatives.

#### Recommend Solutions

Once all data has been gathered, Aspect will recommend the best approach for:

- Scoring current prospects
- Creating a baseline cost per call
- Identifying new prospects
- Data mining techniques to determine the best incentive compensation plans and report on the effectiveness of your new alignment.

#### Implement Tools and Solutions

Utilizing an advanced territory balancing and optimization tool, Aspect will use an iterative process to implement your new alignment to ensure sales force buy-in and preserve key sales relationships.

Once the new alignment is published, Aspect will work with you to develop the rules around making regular changes to alignment, and implement a custom tool alignment management tool to automate the request and approval process surrounding realignment.

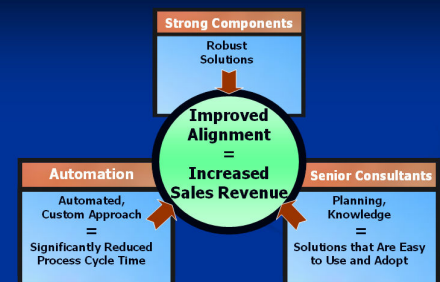
Aspect will also work with you to design key reports to help you measure the effectiveness of your alignment, and develop incentive compensation plans to match your new territory alignment.

## THE BENEFITS...

- Reduction in manual alignment effort.
- Ability to weight and score current prospects to reduce cost per call and improve sales goal setting.
- Ability to identify and score new prospects, increasing your sales base and allowing you to target high-performing prospects.
- Enables your sales force to allocate and maintain its own leads and clients, reducing the cost and error rate surrounding alignment management

**“We are excited to offer our expertise to help you maximize your cost per call and ultimately increase your profitability.”**

John Abrams, President of Aspect Consulting.



# STRATEGIC SALES FORCE ALIGNMENT

## SOLUTION CAPABILITIES STRONG COMPONENTS

## DELIVERY METHODS

### Choose Sales Force Alignment as a Turnkey Solution...

Aspect will deliver a complete sales force alignment solution:

- Design an architecture that interfaces with your current sales and marketing tools.
- Implement Tactician, the graphical alignment tool.
- Implement a custom alignment management tool so that your sales force can manage updates to the alignment on a regular basis.
- Design custom reporting to maximize your analytical capabilities.
- Train your users to utilize the complete alignment solution to its full advantage.

### Choose Sales Force Alignment as a Service...

Aspect will provide your sales force alignment as a scheduled service:

- We'll collect your data and business requirements.
- Run your alignment for you on a scheduled basis.
- Prepare a presentation of the alignment results for your intended audience.

 **ASPECT CONSULTING, INC.**  
DATA WAREHOUSING • DATA MANAGEMENT • APPLICATION DEVELOPMENT

**20140 Valley Forge Circle  
King of Prussia, PA. 19406**

**Phone: 610-783-0600**

**Fax: 610-783-5155**

**Email: [cbressi@aspect-consulting.com](mailto:cbressi@aspect-consulting.com)**



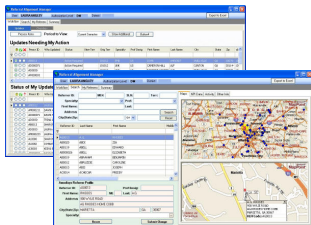
### UTILIZE GRAPHICAL ALIGNMENT TOOL TO OPTIMIZE ALIGNMENT

Aspect will utilize graphical alignment tools that are designed to apply sound algorithms to your data to better optimize and balance your alignment.

Advanced charts and graphs allow you to quickly see and balance active and potential accounts.

Advanced tools let you make changes to suggested territory alignment to customize

### IMPLEMENT CUSTOM TOOL TO AUTOMATE ALIGNMENT MANAGEMENT



Aspect will work with you to design a custom alignment management tool that is designed to automate the request and approval process around realignment. The tool will provide:

- View movement in and out of your territory
- Search for accounts and request changes.
- See a status and respond to all account changes requested of you.
- Graphically view all accounts within a territory.

### EMPLOY COMPREHENSIVE PREDICTIVE ANALYTICS TO IMPROVE PROSPECT TARGETING



Aspect will use predictive analytics to help you target new prospects and determine the effectiveness of your new alignment.

By applying sophisticated data mining techniques to your existing sales data and creating new weighting factors, Aspect can identify potential new business throughout your territories, plot those targets, and communicate those targets to your sales force.

In addition, Aspect can forecast future sales and predict the worth of sales territories, helping you to better budget for the future, efficiently structure your sales force, and create effective incentive compensation plans that truly motivate and reward your sales force.