

Setting your Sights on Achieving Results is One Thing Achieving them is Quite Another



What is your plan for success, and how will you achieve it?

It Takes More than a Great Plan for Business Success.

While we're masters at creating strategies that have worked for hundreds of companies in all stages of growth, we are equally adept at "operationalizing" those strategies—translating them into real-world tactics—and quickly implementing them with your team. Our advisory, consulting, and platform services have helped companies direct and mobilize their teams to achieve desired results.

Misalignment Causes Revenue Distress

If the essential revenue-driving elements of a business plan are not in alignment,

attaining predictable revenue is difficult, if not impossible. We sync up the human and corporate sides of sales, marketing and operations to achieve successful outcomes.

Key points of alignment are:

- Personal and professional goals with corporate goals
- Compensation plans with corporate goals
- Personal performance measurements with corporate objectives and marketing and sales strategies
- Recruitment and development with corporate culture

Acumen Clients Achieve Success Time after Time



Aligned sales management plans build sustainable businesses.

Discipline, Accountability & Control for Ongoing Success

Our strategic sales management framework builds sustainable business models that increase sales, lower the cost of sales, improve productivity and increase market penetration. As we operationalize each unique plan, we embed discipline, accountability and control into our client's organization to ensure that they have the tools for continued success. Our implementation methodology drives a rigorous cadence that moves our clients in the right direction as quickly as possible. It's all about measuring the impact of change and, based on the insight, adjusting specific tactics for improvement.

- Organizational design
- Recruitment strategies
- Compensation planning

- Market and territory analysis
- Strategic alliance program development
- Salesperson/organization development programs
- Distribution/channel management strategies
- Account management strategies

Acumen Management Group's ESTEEM approach has helped hundreds of companies achieve their

Environment (*assess market, organization, resources*)

Strategy (*develop a business model, plan, objectives*)

Tactical Effect (*translate strategy into tactics*)

Execution (*work the plan, implement tactics*)

Evaluation (*assess progress; tweak processes*)

Measurement (*compare results against goals*)



Drive Your Organization to Greater Achievement



As a business matures, it requires increasingly sophisticated strategies and systems to drive and manage its growth. Over the past 12 years, we've helped hundreds of companies at all maturity levels direct and mobilize their teams to achieve desired results.

Early-Stage Companies

ASSET: Promising product/service concept.

CHALLENGES: Limited financial resources; lack of experience in building a sophisticated sales and marketing strategy and systems to create a professional organization.

ACUMEN EXPERIENCE: Struggling to overcome limited distribution via direct telesales and indirect resellers for its technology-based product, a small company recruited Acumen. We directed the establishment of new channel partners, negotiated new reseller agreements, built office operation processes, and created a strategic sales plan that grew the company nationally and into multiple vertical markets.

High-Growth Companies

ASSET: Aggressive Product/service acceptance.

CHALLENGES: Lack of time and/or experience to build sales and management systems for long-term success: forecasting tools, account strategies, market coverage, go to market, and success-metrics.

ACUMEN EXPERIENCE: Having outgrown a rather elementary management process, a large professional information services firm recruited Acumen to provide support. We created a new recruiting process, compensation plan, dashboards, and account relationship development programs. The systems we established—sales forecasting, monthly sales/training meetings, and account focus programs—forged a management foundation that allowed the firm to scale, maintain, and increase customer relationships. We integrated these systems to make it easier for the management team to focus on the critical success factors that impact growth.

Drive Your Organization to Greater Achievement



Companies such as Microsoft and Cisco recognize Acumen's thought leadership in sales growth and have chosen us to help their partners grow their businesses.

Turnaround Corporate Renewal Situations

ASSET: Mature product/service.

CHALLENGES: Flat to declining revenues/margins and loss of market share indicate a need to reanalyze, recharge, and redirect strategies based on a reassessment of the market and organization.

ACUMEN EXPERIENCE: Having lost focus and experienced excessive turnover and flat revenue, an established services-based organization recruited Acumen to rejuvenate the organization. The account strategy programs, new segmentation strategies, ongoing training programs, repackaging/re-messaging, a unique marketing plan, aligned compensation plans, sales activity programs, and management coaching provided the direction and discipline required to refocus the management team on "Brilliant Execution."

Visit www.acumenmanagement.com or call (423) 884-6328 to request our "Lead, Manage and Motivate a High Performance Team" white paper.

