

Benefits of K&R Sales Gap Analysis:

- ❖ Achieve maximum return on your investment in sales processes.
- ❖ Learn methods to optimize sales resources and improve productivity.

We Evaluate:

- Your Sales Structure
- Business Solicitation
- Communication Effectiveness

GAP Analysis for Profitable Sales Growth

To begin the K&R Consulting Services engagement, we observe first-hand the behaviors of the Sales personnel, both representatives and managers. This research may take several forms: making sales calls, interviewing key personnel and customers who have bought and those who elected not to buy. This is where our experience in successful selling and leading in the technology marketplace becomes of value. We can quickly determine precisely where the sales team needs to improve in order to achieve their maximum productivity and margin contribution. All of our recommendations are targeted on profitable sales growth, with an eye toward both immediate and long term ROIs.

Compensation / Incentive Strategy

We specialize in strategic planning for sales, as well as developing individual salesperson sales plans. In addition, our professional assistance to established or startup companies includes sales compensation plans and performance evaluation programs, as well as a host of other sales and marketing activities.

About K&R Negotiations

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K&R Sales Gap Analysis

Maximizing Your Sales Potential

K&R Sales recognizes the tremendous demands on today's sales departments — you are being asked to achieve greater results in tougher economic times, while simultaneously creating business value to expand markets, cutting budgets and keeping yourself and/or your team focused and motivated.

The K&R Sales Gap Analysis process positions our clients for success. It says to them, "Let's make sure that you have the fundamentals covered before anything else." It embodies our belief that if the underpinnings of your sales organization are sound, you set the stage, year after year, for sales excellence."



You Achieve:

- GAP Analysis for Profitable Sales Growth
- Compensation / Incentive Strategy
- Territory / Resource Fundamentals

Territory / Resource Fundamentals

Sales success begins by addressing fundamentals. Once the basics of sales force organization and management practices are firmly anchored within your firm, K&R's proven methodology focuses on individual sales plans for your sales personnel. Our work complements whatever selling system or concept you are currently using, or can help you choose an approach that best suits your sales culture.

K&R will evaluate your entire sales process to insure you are gaining the maximum return on your sales investment.

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.