

ITEM \ MATURITY	Embark / Investigate	Deploy	Utilize / Assess	Evaluate / Challenge	Evolve
SALES METHODOLOGY	Embarking on new technology, so sales reps will stop choosing their own.	Deploying selected technology, and sales reps are learning to use it.	Heavy utilization of the sales technology provides data for assessing the ROI.	Key Performance Indicators evaluate and show challenges for the sales team.	Company evolves as efficiencies are found and next steps become clear.
CONTACT AND PIPELINE MANAGEMENT	Investigating tools to replace Excel and diverse ways for tracking activities	CRM tool is deployed to improve efficiency, but pipeline management still in spreadsheets.	Sales Force Automation tools utilized for pipeline management. ROI can be assessed.	Key Performance Indicators allow evaluation and management of sales strategies.	Company creates new strategies based on data. Exponential growth is in sight
QUOTE / CONTRACT MANAGEMENT	Seeking a technology to help your company find and negotiate more profitable deals	Deploying a new tool that ensures the quotes and contracts fulfill company goals	Integrating new tool with salesforce automation and pricing systems. Seeing ROI	Key Performance Indicators help you manage sales reps, see ways to improve	Company builds better pricing models and quoting strategies, improving profits
WON / LOST ANALYSIS	With no system for studying the cause of won vs. lost sales, you search for tools	Tool acquired that will help you analyze lost sales and improve performance	By sharing data about lost/won sales, your company realizes the ROI of its processes	Key Performance Indicators help you adjust plans, processes, improving profits	As the market changes, your company evolves updating strategies to thrive
ORDER AND PROJECT EXECUTION	So order processing, projects can flow from closed sales, you investigate automation	Deploying a system that moves data from contracts into billing and ERP systems	With systems sharing info, you can better allocate resources and measure ROI	Key Performance Indicators show ways to improve processes, improving profits	As your company finds strategies that win deals, improve profits, it grows exponentially
COMPENTENCY DEVELOPMENT	Competency is an individual judgment call, but your company sees a better method	As the new methodology is deployed, some departments see better outcomes.	Based on good ROI where it's used, the new method is required everywhere.	Key Performance Indicators for all managers show if they have right competencies	As skills in the market evolve, your company can out perform the competition.
COACHING CULTURE	Little or no coaching is provided in your company, but the best employees expect more	Managers who work to improve their coaching skills achieve more success.	Based on data, a 'coach the coaches' program allows you to track the ROI	All company managers see Key Performance Indicators for their coaching results	Your company's recruiting success credited to its commitment to good coaching.