



Managing for Success in Turbulent Times!

THE CHALLENGE:

Your Company has grown and flourished for years, but suddenly you hit a brick wall and start printing red ink instead of black ink.

Our Motto & Rallying Cry is **“SELL or DIE!”** which has helped some of our customers recover from even the direst of situations.

WHY CAN WE HELP?

Because we've done it! E.g.:

1. Several of our Consultants have come from companies where they successfully led “disaster turnarounds”
2. As external Consultants we have helped several companies through “mission critical” turnarounds (see sampling of references)

Because of the above, we have the depth to understand all of the factors and develop “long term” solutions, versus “quick band-aid fixes”.

HOW DO WE HELP?

We help our clients along a **Journey of Change** through the following stages:

- ☑ Awareness of the Need to Change:
...At a Company & Personal Levels
- ☑ Setting a New Vision
- ☑ Creating the Plans
- ☑ Implement & Operationalize
- ☑ Checkpoint & Adjust

WHAT DO WE DO?

Strategic & Tactical Consulting, eg:

- ☑ Sales & Marketing Effectiveness Health Checks
- ☑ Strategic or Tactical Marketing Plans
- ☑ Definition and Assessment of a Company's “Ideal Culture”
- ☑ Design and restructuring of Sales & Marketing organizations
- ☑ Design & Implementation of customized & integrated Sales & Marketing Processes
- ☑ Design & Implementation of “forward looking” Sales Management Systems

Products, Processes, Tools, Programs & Training, including:

- ☑ Enterprise wide **Opportunity Management** Programs to help plan & seize, your market opportunities (for all levels of Marketing & Sales)
- ☑ Implementation of **The PERFORMAX System** including:
 - ☑ Opportunity Tracking, Funnel Management & Forecasting System
 - ☑ Sales Planning & HR Job Modeling
 - ☑ Major Account & Opportunity Planning
- ☑ Training Programs for Marketing & Sales Managers + Sales Professionals in all Channels
- ☑ Development of E-Tools and Presentations

WHO ARE OUR CLIENTS?

Companies on 3 Continents who needed to embrace change and who experienced the resulting increases in revenue and profitability through a PERFORMAX Sales and Marketing Transformation include... (see 2 pages on)

WE HELP IMPROVE YOUR REVENUES & PROFITS!!!
...even in times of extreme adversity



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“Sample Offerings” along a Journey with PERFORMAX

Awareness Phase

- ◆ **What is a Competitive & Effective Sales & Marketing Culture** (1.5 dy WS)
 - ◆ **Culture Assessment &/or Sales & Marketing Health Check**

Setting the Vision & Planning Phase

- ◆ **Defining & Planning for your New Vision & Culture** (1 dy WS)
 - ◆ **Corporate & Personal Goaling**
 - ◆ **Market Segmentation Planning** (2.5 dy WS)
 - ◆ **Building Your Company's Sales Plan** (Cons)

Implement & Operationalize

Initial General Management Process Implementation

- ◆ **Performance Management - Implementation Program**

Initial Sales & Marketing Process Implementation

- ◆ **Funnel Management & Forecasting System - Implementation Program**
- ◆ **Territory Planning & Personnel Management - Implementation Program**
- ◆ **Key Account (KAP) & Large Opportunity (WTBD) Planning - Implementation Program**

Additional Skills for Marketing & Sales Managers

- ◆ **General Management: *People, YOUR Company, Leadership & Management* (2 dy WS)**
- ◆ **People Management: *Recruit* (1 dy WS), *FastPraise* (1.5 dy WS), *Coach* (1.5 dy WS)**
- ◆ **Advanced Management Skills: *Forecast Reviews* (1 dy WS), *Account Plan Reviews* (1 dy WS), *Opportunity Plan Reviews* (1 dy WS)**

Additional Skills for Sales

- ◆ ***Selling Value & Solutions* (2.5 dy)**
- ◆ ***Sell 2000! or The Teleselling Advantage* Programs**
 - ◆ ***E-Presentations that Sell!* Program**
 - ◆ ***Selling High!* Program**

Operational Services:

- ◆ **In Field Coaching for Sales Managers & Sales Professionals**
 - ◆ **Lead Qualification Services**
 - ◆ **WarmLine Support Services (Cons)**

Checkpoint & Adjust

- ◆ **Checkpoint Review Meetings + Program Audit (Cons)**



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OUR CUSTOMERS AROUND THE WORLD INCLUDE...

| | | |
|-------------------------------|---------------------|---------------------|
| Algorithmics, Toronto | Acuma Solutions, UK | Retek, Minneapolis |
| GTE Telephone (US) | <i>BC TEL</i> | AST Canada & US |
| Schering Canada Inc. | Schering Plough | Pfaff Germany |
| IBM Canada, US, UK | IBM Latin America | The KL Group |
| Digital Canada, US, Australia | SunService (NAAFO) | Sprint Canada |
| TransCanada Pipelines | Optel | Drake International |
| Bell Ontario & Quebec | SAS Institute | Gallium |
| StorageTek Canada & US | SHL | Delrina |
| Phonetix Corporation | MGV Software | Teledigm |
| Simware | Ontario Hydro OPG | The LCBO |
| Silicon Graphics, Canada | Oracle, Americas | Picker Canada |
| ISG Technologies | DG US & Canada | <i>fONOROLA</i> |
| Moore Business Forms | EDS Canada | Digital OMS |
| Pitney Bowes, Canada | BC Hydro | Toronto Hydro |
| Xerox Canada | Westech | Mississauga Hydro |

WHY PERFORMAX?

- ☒ Our “Stuff” really works! (Just see the references of measurable \$ improvements that follow)
- ☒ Our core competency of Sales & Marketing Management (versus Sales Skills alone).
- ☒ Proven Consulting Methodologies, Processes, Tools, Tactical Systems and Training translated into meaningful Customer Solutions by our experienced Consultants.
- ☒ Our Consultants have all been VP Sales or VP Marketing and share a simple, pragmatic philosophy, based on their own successes as Line Managers, often in the face of severe adversity.
- ☒ The PERFORMAX Sales & Sales Management System; a suite of customized, proven, processes and tools designed for “high change” environments. When combined with our training workshops, these enable us to deliver rapid, customized solutions to sales and marketing problems for large and small corporations alike.

BECAUSE IF YOU DON'T SELL, YOU DIE!



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Customer References from around the World...

"We enjoyed a very successful 1994 business performance with significant revenue growth and 100% increase in profits." Julian David, NSM, **IBM UK's Commercial Division**

"We've more than doubled our high end systems business... productivity per sales rep experienced a similar increase... their productivity is at least a third higher than the industry average." Dave Black, CEO, **Silicon Graphics, Canada**

"Simware, like many other software company, arrived at a crossroad where, in order to survive, it became necessary to Invent a new product line, change our Marketing Approach and change our Sales Model from a Product Push to a Solution/Partner Pull. Since Performax had worked with us in the past, I called on them again to help with this mission critical challenge. Their consultants took great care in helping us define and implement a new Sales Culture and related Processes (backed by their Performax System). The discipline inherent to the system enables us to manage and target our Value & Solution offerings much more effectively." Glen Brownlee, CEO, **Simware, Ottawa**

"The process works like crazy." Jim Rawlings, VP Bus. Development, **Simware, Ottawa**

"At that time, we were significantly behind plan and didn't know if we had enough opportunities to make our year end objectives. However, we did manage to make our quota, and one of the key reasons was our commitment to an Opportunity Management process. Your assistance in helping us develop an Opportunity Management system was very important to our success." Neil Isford, Director, Personal Systems Solutions, **IBM Canada**

"As a result of your program, not only have the above issues improved dramatically [forecasting], but StorageTek achieved the forecasted Q3 sales targets that we believed difficult to attain." **Michael McLay, Vice President, Sales, StorageTek Canada Inc.**

"We grew more than 25% which allowed us to gain a couple of points in market share... we ended up with a very profitable organization as a result of a significant increase in productivity." Carlos Fernandez, Manager Select Accounts, **IBM de Chile**

"...we have created an effective business development capability, which, in 6 months built a frontlog of some \$120 million in fully qualified opportunities, the highest of any OMS operation worldwide, won two major contracts totaling \$50 million in contract value, one against the market leading competitor, clearly defying the odds..." Gerry Lalonde, Managing Director, **Digital's OMS Division**



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"I would thoroughly recommend CCMC (now PERFORMAX) and your Opportunity Management process to any other organization whose sales are slumping. I look forward to working further with you." Gerry Graham, Vice President Sales, **Moore Business Forms & Systems (Canada)**

"In fact, I now see that this approach and program is laying bare many of IBM Corp's key problems and more important, makes them relatively simple to fix." Mauricio J. Castro, **IBM Latin America HQ**

"After a series of quarterly losses, we are now to report to our shareholders that the last quarter was profitable. This is, obviously, a major achievement and we appreciate the role you placed in our success."

Michael M. Greenberg, Chairman, **ISG Technologies**

"The system has provided a foundation of a consistent sales & sales management process across the whole company. We all now speak the same language. The largest single sale of this company to date, over \$55 million, was a textbook application of the sales process." Bob Acosta, VP Sales, **HNC ISG**

"The focus on opportunity management and the availability of meaningful data to analyze our sales cycle resulted in a 30% sales productivity improvement and a 40% decrease in the length of the sales cycle." George Staikos, VP North American Sales, **Platform Computing, Toronto**

"What a powerful System: we thought it would take 6 months to take effect, and after only 3, it's making a difference" Gregg Nordal, VP & GM, **Dun & Bradstreet, Canada**

*"As we embarked on a journey **to implement an Integrated Sales Management System. With your help and guidance we were able to roll this out in the 4th quarter and are now using the system regularly. In my opinion, the system is simple but effective but more importantly, your tenacity in ensuring the engagement of the entire management team through regular funnel reviews has enhanced our ability to sustain the funnel and to use it as a coaching tool**"* Bruce Calder, General Manager, Corporate Sales, **BC TEL**

*"PERFORMAX was engaged to help define and "Ideal Culture" to facilitate the change from an Engineering and Operations driven to one where the "Customer is King". **Since the implementation of The PERFORMAX System the results have been impressive. Every member of the sales team is consistently using the system - a major feat for any sales organization. The team has been able to identify individuals in need of help who would otherwise have slipped through the cracks. From a Marketing perspective, the System has provided a vehicle to capture marketing information and build it into the sales forecast.**"* Mike Gormick, Director of Sales & Marketing, **BC Hydro**



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