



PERFORMAX Customer Solution:

ISG Technologies

NB: Each Solution is based on a customer engagement from which we report the situation to the best of our ability using customer quotes wherever possible

The Measureable Outcome from PERFORMAX's Engagement was....

"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. PERFORMAX's "Focus on Controllables" emphasis has made our sales people more directed and productive."

Michael M. Greenberg, Chairman, ISG

The Situation at ISG

This company developed software for the medical industry, including leading edge products such as remote distribution and access to X-Rays, and the first software to assist and conduct laser guided surgery.

When PERFORMAX engaged, the challenges included:

- ❑ The software and capabilities were very new to the market and few potential buyers knew of their existence, let alone their capabilities
- ❑ The company was mainly staffed by high level medical specialists (eg: the chairman was a former neuro surgeon) or software experts. As a result, sales and marketing had had little focus in terms of building a repeatable process.
- ❑ To add complexity to this task, the board had recently decided to convert from a direct sales model to selling via OEMs (eg: via Siemens, GE Medical Systems, etc).

Even with the best sales force in the world, this change would cause a delay in the planned revenue streams.

This company was truly on the "bleeding edge".

PERFORMAX's Contribution Brought in by the then Chairman, Michael Greenberg, PERFORMAX provided the following:

- Conducted Sales Management Training for the 3 Sales Managers via our ***Opportunity Management*** Program
- Helped these Managers develop their Business Strategies and Plans
- Helped define a repeatable Selling Process with a Toolset to track & sustain it, including a Sales Goal Sheet, Sales Plan, Opportunity Tracking & Sales Forecasting System and Personal Success Checklists
- Trained the Sales Force around the above Process and Toolset in an ***Opportunity Management*** Workshop
- Helped implement the PERFORMAX System and provided value added Forecast Reviews to help the Sales Managers and the Company understand and gain control of their Funnel
- Helped design a Sales Compensation Plan