



Meet and Exceed Your Sales Targets

SALES PERFORMANCE IS PREDICTABLE



You have invested in your salesforce, a new sales model, the best sales training, and provided sales coaching, with the intent of seeing an impact on revenue, market share, and/or profitability, only to not see the performance improvement you envisioned. The reality is you can be doing all the right things and still not achieve your desired sales results.

The reason is quite simple. Unless you define and adopt business-critical behaviors for your sales team, you are leaving your results to chance.

Why focus on behavior?

Nothing changes until behavior changes. Whether it's your best performing sales region or the worst, there is always room for improvement. In most cases, the key component that is often left to chance is business-critical behavior. New behavior drives results. It's really that simple – and that difficult.

Accelerate sales results

To improve sales performance, consider three key areas – the sales organization, the sales leadership team, and front-line sales managers. This may seem obvious but, very often, opportunities within these areas are unknown and left unleveraged.

ALULA's DCOM® analysis uncovers data across four proven cornerstones of high-performing organizations. The cornerstones are Direction, Competence, Opportunity, and Motivation. DCOM® will help you identify certain elements that can be addressed and leveraged to accelerate sustainable sales results.



The behavior-results connection

With the information you gathered from the DCOM® analysis, you now have the knowledge you need to zero in on business-critical behaviors.

People's behavior has a direct impact on sales results. Our research and over a quarter century of experience indicate behavior change is the key differentiator of high-performing organizations. At ALULA, behavior change is what we do every day, with hundreds of companies across many industries. Using the science of human behavior, we help organizations identify, adopt, and measure the business-critical behaviors that drive sales performance.

The science-based behavior change process is flexible, measurable and, most importantly, sustainable. By consistently executing the business-critical behaviors, you can significantly increase your probability of achieving sales results.

The ALULASM approach works. Let us show you why.

How this approach is different

ALULA provides a unique method of quickly assessing the current situation, identifying areas of greatest opportunity, and establishing behavior-based action plans with a way to measure progress. We don't stop there. We provide the implementation support you need to ensure you get sustainable sales results.

FOUNDATION



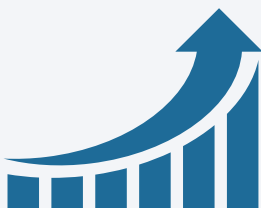
Behavioral Science Based

Our consulting process and analysis is based on the latest in the science of human behavior.

What every member of your sales team says and does (their behavior) matters and is most often the direct link to achieving sales results...or falling short.

The science-based approach provides a method to identify, adopt, and measure the few business-critical behaviors that drive your results.

DISCOVERY



Understand Your Sales Organization

Our DCOM® research-based framework provides a reliable way to uncover the areas of greatest opportunity for sales performance improvement.

Direction **C**ompetence **O**pportunity **M**otivation

With DCOM®, you'll learn where you are excelling and where there are gaps that are limiting your ability to produce sales results.

DEFINE & ENGAGE



Take Action, Measure, and Sustain Success

Using your DCOM® report data and current sales model, we work with you to create a plan of action for you to fully realize opportunities for sales performance improvement.

With your action plan in hand, we enable you to implement the plan in real-time sales situations. You will execute with confidence, knowing you're focused on the things that will have the greatest impact.

Sales performance is predictable. We provide an easy way to track and measure progress.

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