How We **Measure Success**

Achieving meaningful results with our engagements requires leaders hold teams accountable to the positive business outcomes that drove funding for the initiative. We measure our engagements with process that compares baselines, go als and actual results.

Pre-Implementation

- Executive Support
- Participation of key internal stakeholders
- Timely completion of workplan activities
- Timely deliverable reviews and approvals
- Completion of pre-work assignments

Leading Indicators

- Course evaluations and adoption surveys
- Completion of commitments to action
- Success stories
- Management reinforcement
- Methodlogy application and engagement

Operational

Improving sales efficiency and effectiveness

- Average Deal Size | Contract Value
- Average Sales Cycle
- Win Rates
- Pipeline Health
- Forecasting Accuracy
- Time to Productivity

Financial

Translating execution into business outcomes

- Revenue Per Rep
- Annual Recurring Revenue
- Margin
- Cost of Sales
- Quota Attainment
- Customer Renewal Rates

Engagement ROI

Quantifying the return on execution investment

- Cost vs. Incremental Sales Revenue

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