

PRACTICE AREA: Sales Operations



Building a foundation for sustainable revenue growth requires alignment between sales coverage models and sales compensation plans. A motivated sales force structured to properly support your markets with an optimal sales coverage strategy is a critical building block for your growth strategy.

Northpoint's sales operations experts leverage a portfolio of analytical tools and research to help you structure the most effective sales coverage models and sales compensation plans for your business.

The Northpoint team will work with you to address fundamental sales coverage and sales compensation challenges including:

- Creating alignment between sales compensation plans and your company's growth targets and strategic objectives.
- Sales coverage models not mapping effectively to your sales motion, offering type, deal and territory size and account penetration strategies.
- Delivering accurate forecasts for the sales compensation budget relative to sales productivity which can lead to sub optimal sales expense ratios.
- High sales rep turnover ratios and long sales rep recruitment cycles.
- Sales coverage models that are not aligned to the highest growth areas of your target markets and geographies.
- Increasing complexity of your customer's buying process with more decision influencers than current sales coverage model can support.
- Transition to cloud-based SaaS models that drive a disconnect between revenue recognition and current sales compensation plans.

Whatever your sales operations challenge, Northpoint, will partner with you to tackle these questions and design the right sales coverage model and compensation plan that you can execute to drive sustainable growth.

SUCCESS STORY

Situation:

A services firm with flat to declining growth needed to fuel new revenue growth to meet investor demands.

Challenge:

Demand for the company's services was constrained and the customer base was inefficiently dispersed across a wide geography.

Solution:

Northpoint developed a major account strategy and a new sales coverage model that targeted specific companies matching a profile of the client's most profitable solution.

Results:

- Sales coverage costs were reduced, and penetration of large customers was attained in a 90-day transition period.
- Monthly revenue increased by 250% during an 18-month period.

ABOUT

Northpoint Business Advisors



Revenue Growth Experts

Since 1995, Northpoint Business Advisors has been successfully helping companies of all sizes identify new revenue sources. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should too.

We keep abreast of the latest approaches in business solutions, strategy, analysis and operations. This focus enables us to help you get a fresh perspective on what needs to change to optimize your business for accelerated revenue growth.

We are lean and agile, and experts at creating high-performance, on-demand teams. Once your project needs are identified, we will deploy a team of professionals with the highest level of experience. Our company is made up of direct employees, dozens of associates, and over 50 top-level authorities in varying business fields.

High-Value Performance

Northpoint maintains close ties with thought leaders, industry analysts, technologists, researchers, regulators, and key executives at leading market firms. We ramp-up quickly and get expert answers and insights fast. Our "outside-in" perspective extends beyond our organization to assure all perspectives are vetted and sound before they reach your team.

The Northpoint Revenue Growth Commitment

You may be concerned about group think and need a fresh set of eyes to look at your project. Maybe you have a critical project but don't have enough bandwidth on your team to get started. Or maybe you're stuck on a tough problem and can't sort it out. In any case, Northpoint can help. We can be your trusted business advisor and help you and your team achieve successful results quickly and efficiently. That is the Northpoint promise.

Practice Areas

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

Industry Expertise:

We support our clients across the full spectrum of markets. In addition to our horizontal market expertise, Northpoint provides focused domain and industry expertise in several key vertical market sectors:

- Building Technologies
- Construction
- Utilities
- Renewable Energy
- Healthcare
- Medical Devices
- Life Sciences
- High Technology
- Software
- Water Technologies

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