

Manage Performance

Drive Sales



Xcellerator[™]
Sales Performance Driver



Advance Your Organization's Sales Effectiveness

In today's competitive marketplace, performance expectations are at an all-time high. Success depends upon the ability to achieve top-line revenue growth, while maintaining the profitability of the bottom-line. Xcellerator is designed to improve the effectiveness of the sales management process whether driven by a sales manager, a sales coach or the individual salesperson. As a result, the organization is poised to achieve goals, enhance individual performance and drive sales growth.

Drive Sales with Xcellerator

Improving sales requires driving salesperson performance to new levels. This requires knowing the status of each team member on the critical performance metrics which directly affect revenue. To improve these metrics, smart decisions must be made about how the efforts of each team member should be focused for maximum effectiveness.

Xcellerator helps your organization:

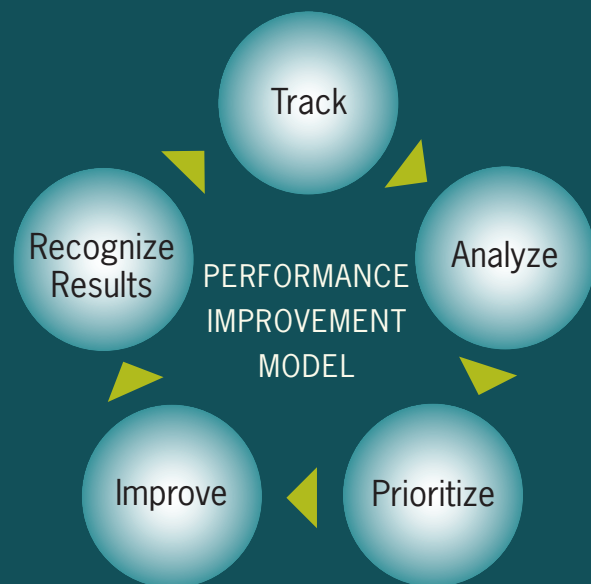
- Gather the most critical performance information
- Analyze performance and pinpoint what is happening with each individual
- Make high-impact decisions to address identified gaps
- Facilitate implementation of action plans and support skill development
- Reward success

Available online, you'll find Xcellerator flexible, accessible and easy to implement. It displays data based on the input from managers and salespeople in real-time, on the web in a secure environment. Furthermore, it can be implemented with or without CRM programs.

Real-Time Performance Management Breeds Success

At the heart of the Xcellerator is the Performance Improvement Model. It is a proven process for analyzing the right data to make smart decisions about where each salesperson should concentrate their efforts.

The Performance Improvement Model efficiently moves users through performance management best practices to maximize sales effectiveness and avoid costly mistakes in sales team focus and development.



Achieve Greater Sales Success

Xcellerator provides the tools success-driven professionals need to make the most effective decisions to increase sales. Both managers and salespeople face greater demands than ever before. Xcellerator is specifically designed to swiftly and incisively address key performance questions including:

What are the most critical causal performance measures to track?

What is hindering a salesperson's ability to perform on target?

How can the organization focus salespeople on the most critical sales activities?

How can salespeople sharpen the skills needed to maximize sales?

How can managers communicate sales expectations efficiently and effectively?

The Fundamental Core of Xcellerator

Xcellerator provides your organization with a proven system for accelerating performance success. A quick look provides a snapshot of exactly how each salesperson is performing on performance measures known to be critical to driving sales. Using this data in conjunction with the powerful performance analysis and development tools is the power of Xcellerator. Now managers and salespeople can diagnose and maximize performance with efficiency and confidence.

Although Xcellerator contains a fundamental core applicable to many situations, its flexible configuration capabilities allow it to be customized to special organizational needs.



At a glance, you can track factors determined to impact sales and key sales outcomes.

"Xcellerator is easy, unique and practical. This tool provides an integrated and proven approach to accelerating sales success."

Powerful New Performance Management Tools

Align your sales force with high gain activities that directly impact sales. Xcellerator leverages easy-to-use, powerful coaching, development, and reinforcement tools so your organization can make smarter decisions, prioritize sales activities and lead the sales team toward greater success.

Track Critical Performance Data

Xcellerator helps identify and track the vital sales metrics proven to directly impact sales performance. These relationships are based on years of experience, assessment of hundreds of thousands of salespeople and managers, and advanced statistical techniques.

Analyze Key Performance Data

Understanding the reason behind sales performance is essential to taking the proper action. For each sales metric, Xcellerator provides analysis questions and recommendations which drive critical evaluation of what is actually happening on-the-street and how to address performance gaps.

Prioritize the Critical Few

Quickly set goals and plans, assess performance, and facilitate feedback. The Xcellerator action planning features keep lines of communication open, eliminating confusion around expectations and performance priorities.

Improve Through Action Learning

Xcellerator provides on-line access to coaching tips, developmental activities, and e-learning that are implemented on-the-job, eliminating costly time away from the job.

Recognize Success

Real-time business metrics help reinforce what is working and identify what isn't in time to change course to meet quarterly goals. Xcellerator includes a recognition system that motivates high performance year after year.

Xcellerator allows the sales team to demonstrate their ROI every day with each salesperson.



4ROI is a leader in assessment technology that specializes in driving clients' success through efficient, focused and proven performance measurement systems. Using state-of-the-art techniques, 4ROI determines critical business measures and the skills needed to achieve those results. Clients are provided the insight and guidance to confidently maximize strategic results, everyday. For more information, visit www.4ROI.com.

Providing information you need to succeed™

Experience Xcellerator

See for yourself how Xcellerator can help you increase the effectiveness of your sales force. Visit

www.4ROI.com today and click on the Xcellerator icon to view an online demonstration, or call **763 476 4ROI** for more information.





Kick Your Company's Sales into **Overdrive**

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