

Revenue Performance **Diagnostics**

Deliverables & Process

1. Revenue Performance Report + Heat Maps



Revenue Performance Diagnostic

Westpac **BT**

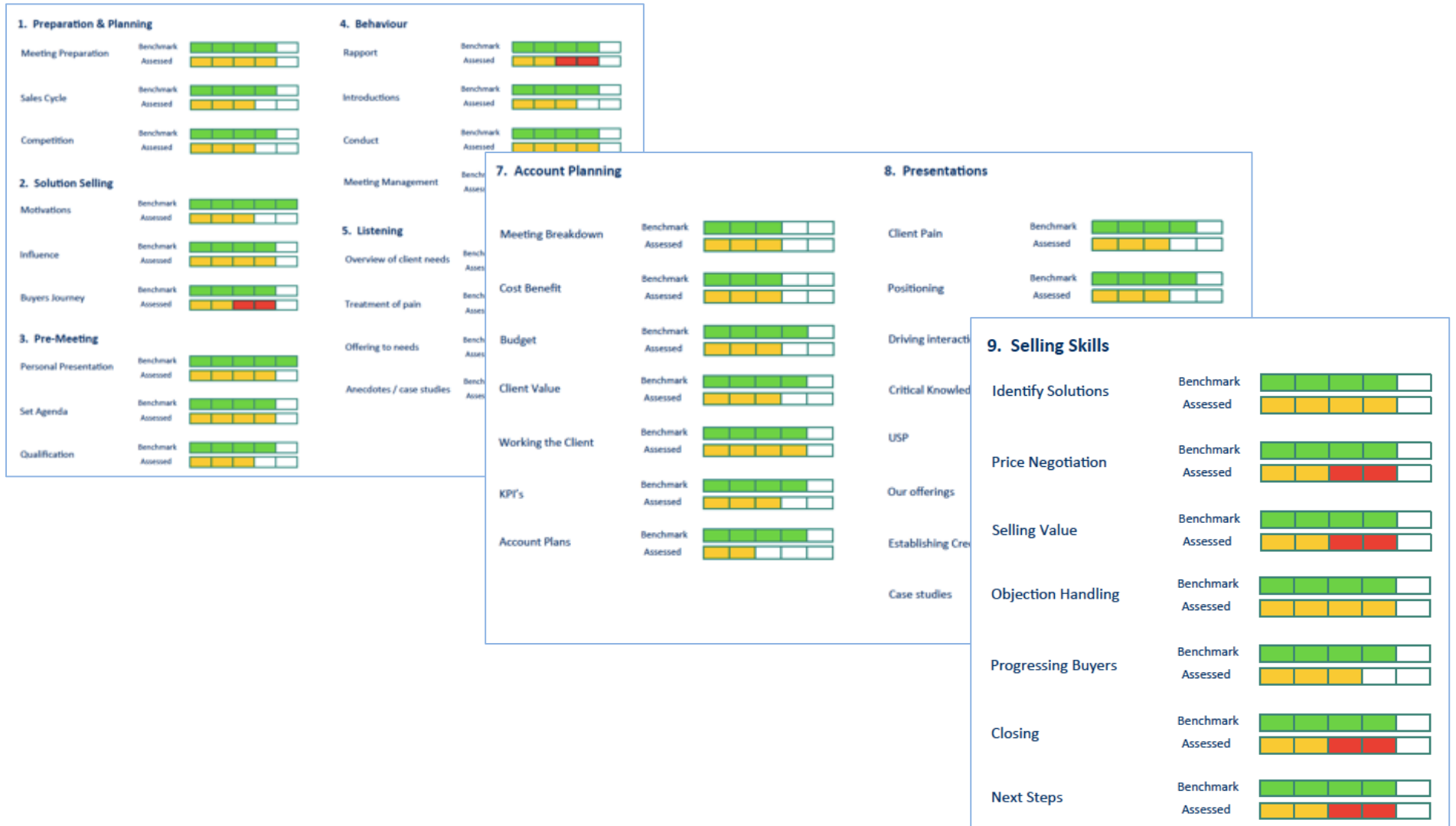
**Preliminary Observations
& Recommendations**

 RPM Group International

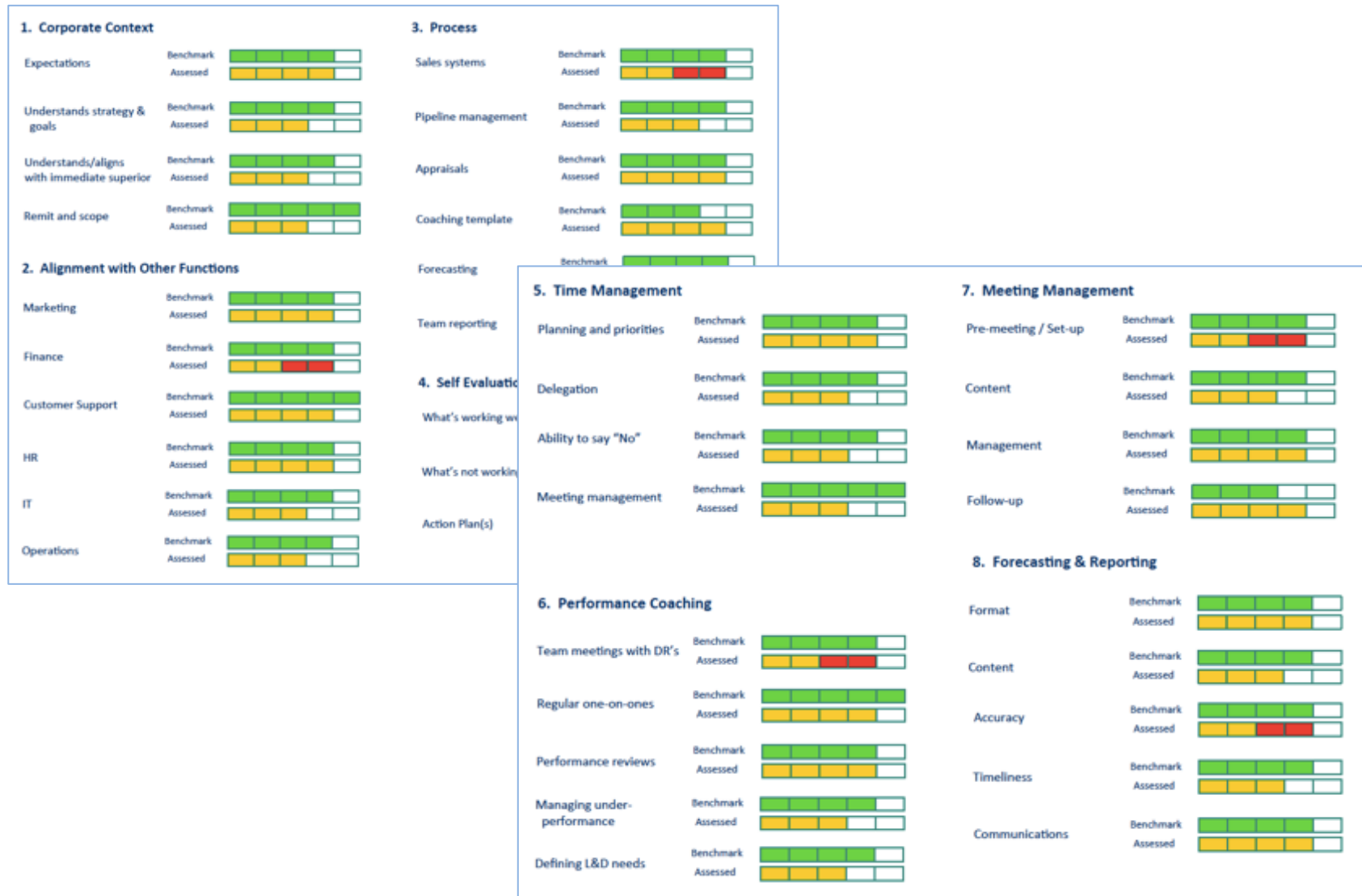
March 2014



2. Rep / BDM Capability Assessment



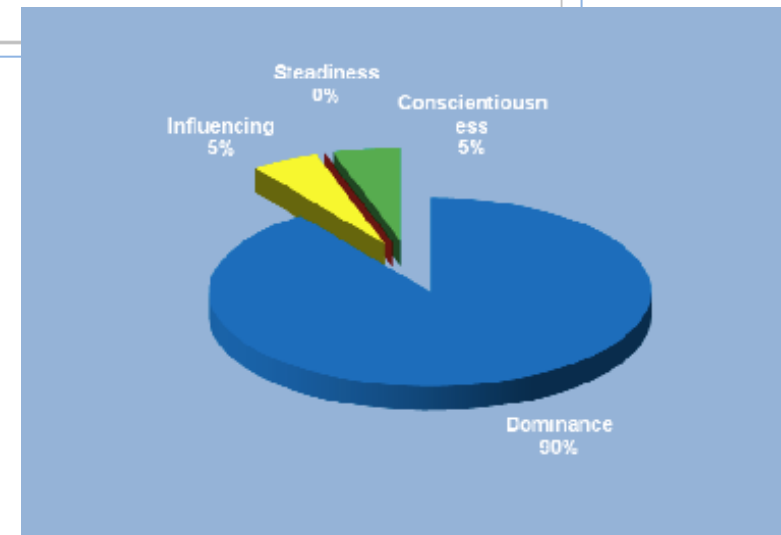
3. Marketing / Sales Manager Capability Assessment



4. Manager / Rep Sales Capability Benchmark

Mark Sample's RPM Group International Executive Professional Summary Report				
Development/Training Required		Overall, has Potential & Further Evaluation Required		Overall, is Meets/Benchmark
0	20	50	60	70 80 90
Prova Benchmark Indicator		Participant's Results	Benchmark	Inc
DISC Behavioural Style	Dominance = (Results)	90%	Results Orientation – Ex	
	Influencing = (People)	5%	People Orientation	
	Steadiness = (Process)	0%	Process Orientation –	
	Conscientiousness = (Detail)	5%	Detail Orientation	
5+2 Personality Dimensions	Extraversion	56%	75+%	Does t
	Agreeableness	72%	80+%	Further
	Diligence (Goals & Tasks)	76%	80+%	Further
	Emotional Stability/Control	78%	70+%	Meets/
	Open-Mindedness/Flexibility	86%	75+%	Meets/
	Emotional Intelligence	73%	75+%	Further
	Optimism	76%	75+%	Meets/
Prova Profile Competency Strength Indicator	Achievement Orientation	95%	80+%	Meets/
	Goal Clarity	75%	80+%	Has P
	Persuasion & Influencing	85%	80+%	Meets/
	Revenue Generation Drive	100%	80+%	Meets/
	Revenue Generation Focus	100%	90+%	Meets/
	Democratic & Teamwork	35%	60+%	Developm
Business Development Strength Indicator	Attention to Detail	35%	60+%	Development Required
	Business/Entrepreneurial Orientation	85%	80+%	Meets/Exceeds
	RPMGI Sales Capability Indicator	75%	75+%	Meets/Exceeds
	Networking & Prospecting Ability	78%	75+%	Meets/Exceeds
	Stakeholder Engagement Orientation	100%	80+%	Meets/Exceeds
	Relevant Revenue Generation Experience	90%	70+%	Meets/Exceeds
New Business Development Professional Primary Orientation Indicator	Perception of Effectiveness	90%	70+%	Meets/Exceeds
On-Going Relationship Management Professional Primary Orientation Indicator		98%	Overall, is Competent Meets/Exceeds Benchmark	
Analyst / Project Management Professional Primary Orientation Indicator		84%	Overall, has Potential & Further Evaluation Required	
Psychologist comment: (if required)		61%	Development/Training Required	

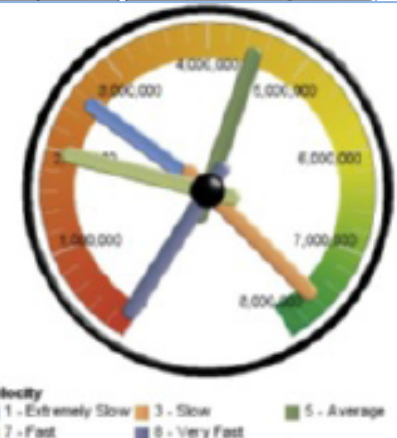
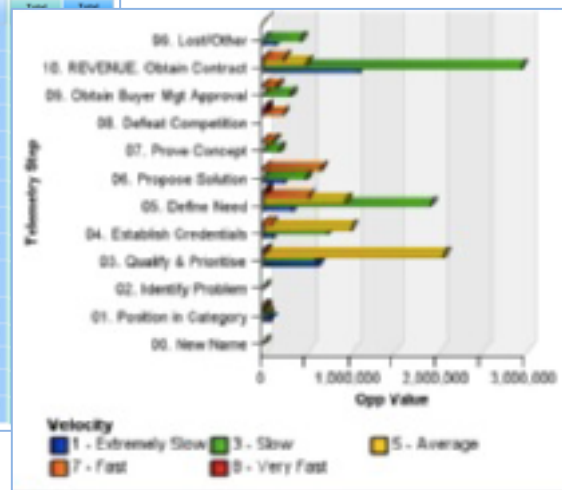
Mark Sample's RPMGI Sales Capability Indicator				
Development/Training Required		Overall, has Potential & Further Evaluation Required		Overall, is Competent Meets/Exceeds Benchmark
0	20	50	60	70 80 90 100
Benchmark Indicator		Participant's Results	RPMGI Benchmark	RPMGI Indicator
RPMGI Sales Capability Indicator	Prospect Engagement	75%	70+%	Meets/Exceeds
	Credential Positioning	50%	70+%	Development Required
	Need Identification	60%	70+%	Has Potential
	Solution Proposal	78%	70+%	Meets/Exceeds
	Concept Validation	90%	70+%	Meets/Exceeds
	Overcoming Objections	90%	70+%	Meets/Exceeds
	Closing	100%	70+%	Meets/Exceeds
	Following-Up	60%	70+%	Has Potential
	Mark's RPMGI Sales Capability Indicator	75%	75+%	Overall, is Competent Meets/Exceeds Benchmark
Psychologist comment: (if required)				



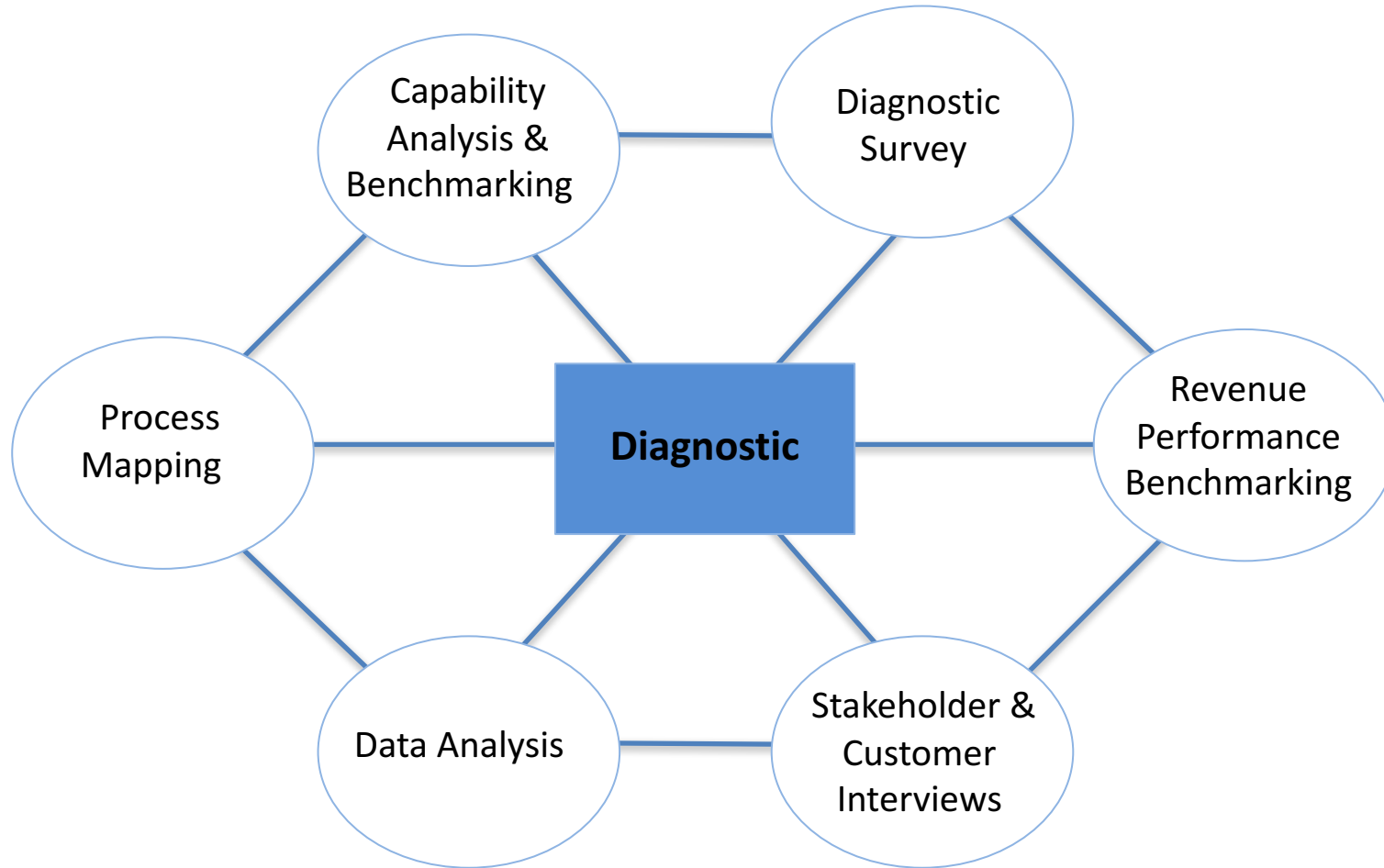
5. Revenue Performance Analysis & Benchmarking



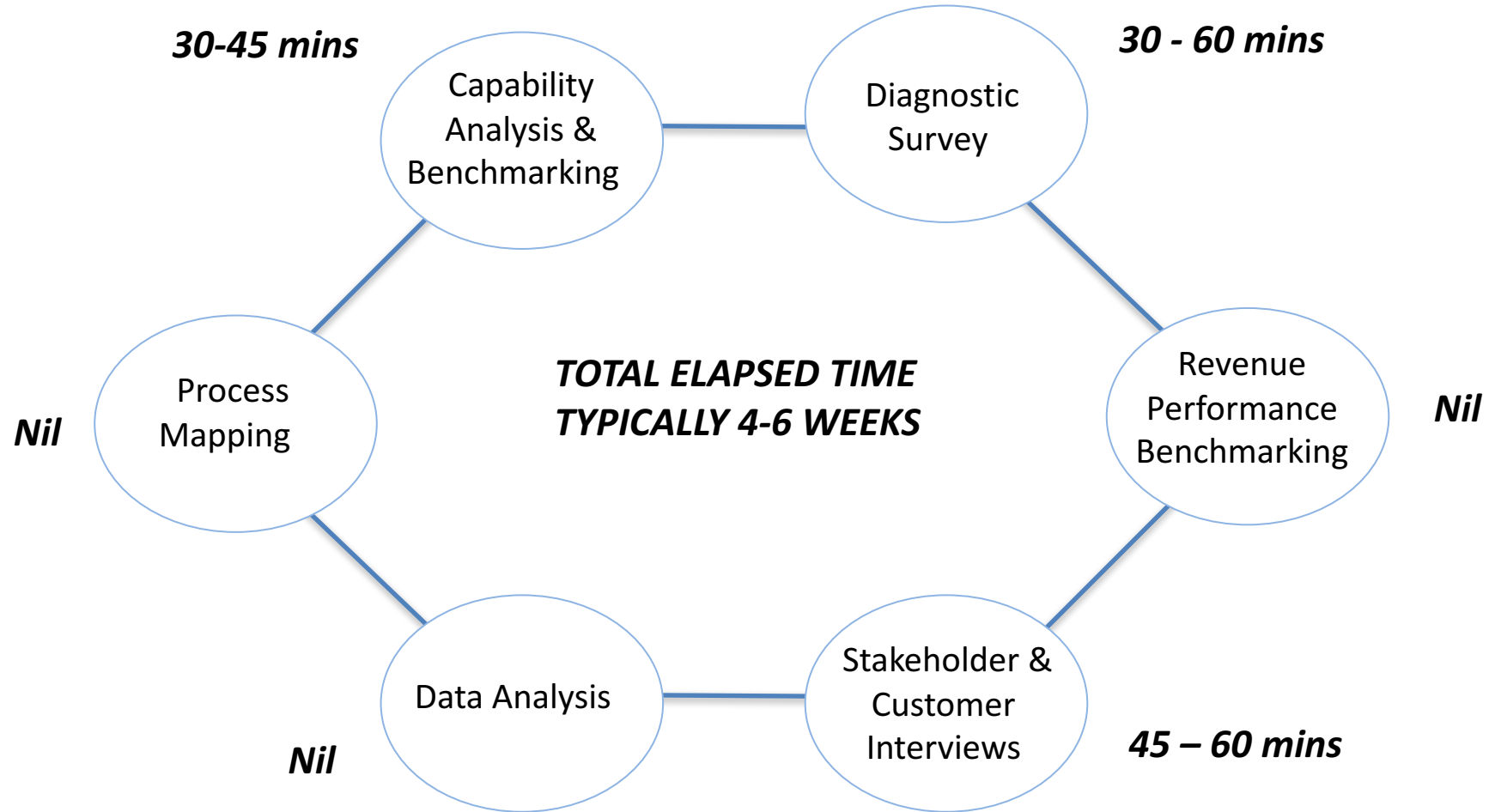
	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total
Parent Input	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,800
Position in Category	260	306	432	375	246	306	322	264	214	173	130	113	3,312
Identify Problem	41	100	137	189	167	160	148	131	107	93	76	52	1,440
Quality & Prioritize	5	54	112	93	125	127	132	101	86	84	60	56	1,036
Establish Credentials	61	11	41	64	68	70	83	67	72	66	56	51	728
Define Need	20	68	21	72	91	97	93	133	146	158	155	166	1,219
Propose Solution	13	25	9	28	36	36	36	40	54	59	58	62	484
Prove Concept	0	0	5	11	14	28	39	43	39	63	59	57	340
Defeat Competition	20	0	5	11	14	21	40	35	44	46	51	58	340
Obtain Buyer Approval	5	0	1	3	3	5	10	9	11	12	13	15	87
Obtain Mgmt Approval	2	5	0	2	4	3	5	9	10	11	10	12	73
Obtain Mandate	2	5	0	2	4	3	5	9	10	11	10	12	73
Deliver	2	5	0	2	4	3	5	9	10	11	10	12	73
Grow	2	5	0	2	4	3	5	9	10	11	10	12	73
Predicted Revenue	\$5,000	\$25,000	\$0	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$125,000
Predicted Margin	122	161	51	166	211	265	327	412	469	504	505	540	3,740



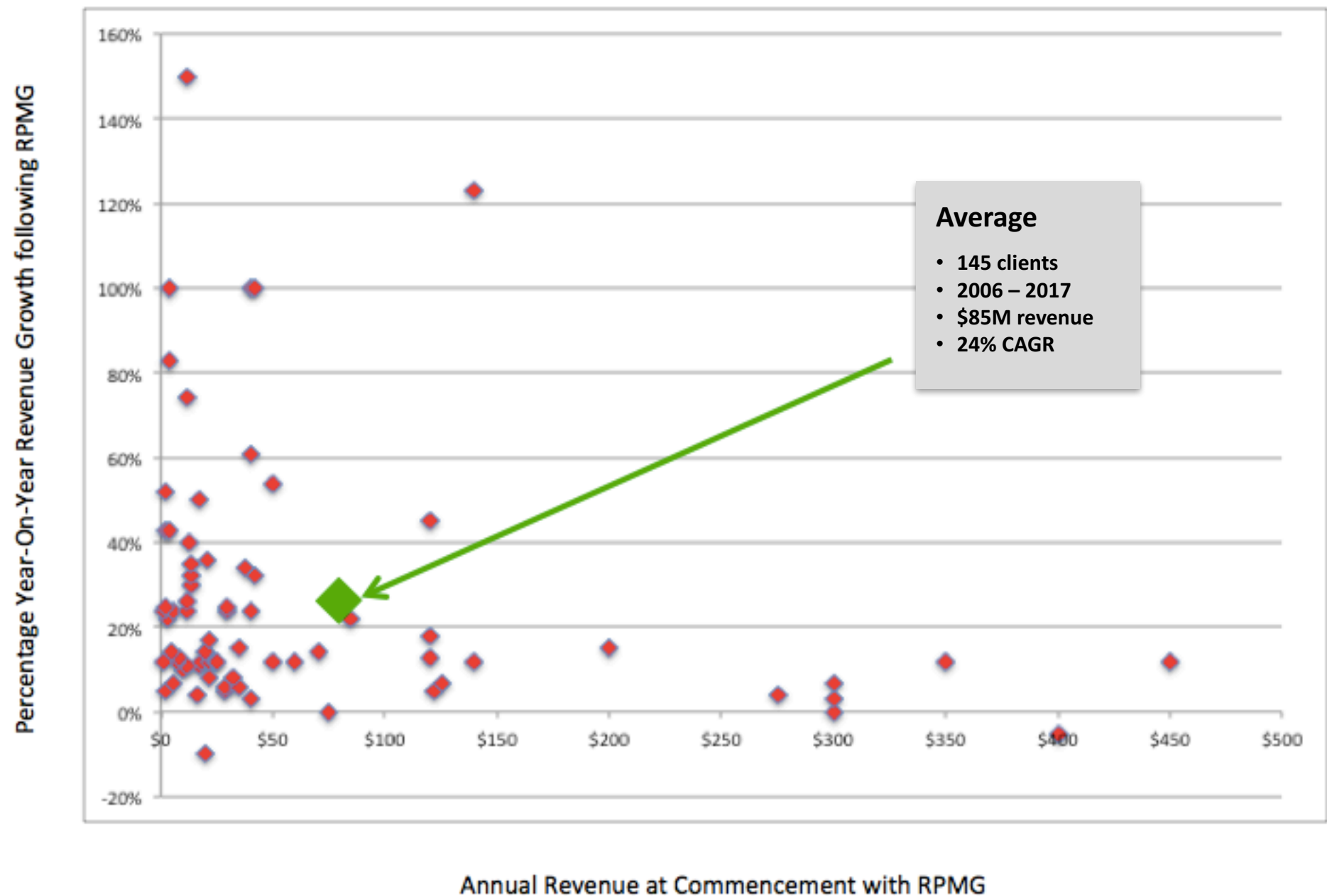
6. Process and Components



7. Time Commitments (for each individual)



8. Results Achieved (Client Revenue Improvement)



9. Client Testimonials

