

Revenue PredictorSM

The Strategic Path to Winning More New Business

Ever wonder why your organization wins some deals and loses others?

Revenue PredictorSM is a proprietary Ascension assessment process that strategically identifies the specific sales behaviors that lead to new business wins and losses. It uses your company's data from past prospect and customer interactions to identify the best and worst sales practices that directly impact your company's revenue performance.

Empirically Linking Sales Behaviors to Revenue

We use strategic factor analysis and marginal revenue contribution modeling to:

- Identify the best practice linked to new business wins
- Isolate the negative factors that cost you business
- Determine the future likelihood of winning/losing business
- Estimate revenue potential if best practices are adopted

By identifying key customer decision factors and the best and worst sales behaviors that impact revenue, you can influence your top line performance through training, coaching, and improved sales process management.

Importantly the Revenue PredictorSM data collection process uses past customer input in aggregate to identify effective and not-so-effective sales practices across your entire sales organization. It is not a "gotcha" exercise intended to expose individual reps but rather critical intelligence you need to drive growth.

Objective Perspective is Key to the Identify the Truth

If you are like many companies you use a CRM or other proprietary system to track sales opportunities. Typically this data includes customer level contacts, specific products considered, and the final opportunity disposition – either a win or a lost sales opportunity.

First Ascension organizes your win/loss information for use targeting past decision makers with research focused specifically on the specific consultative sales behaviors and practices commonly exhibited by sales teams.

Knowledge is Power

Revenue PredictorSM insights can be augmented with follow-on Ascension customized sales training and process improvement programs to inculcate best practices across the entire sales team.

Imagine how confident your sales team would be if they knew how a customer might react even before they walk in the door.

