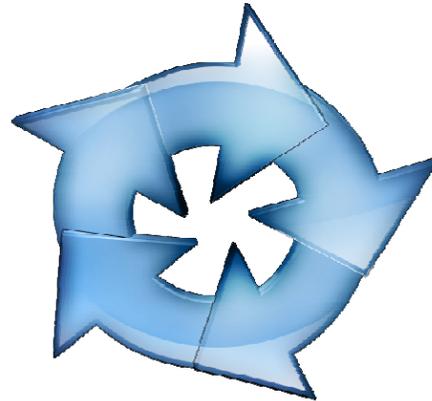


# The Process

The Stretch 100™ is a strategic process of continuous improvement applied to the area of sales on a quarterly basis. The steps include:

1. **Depth Interviews with:**
  - a. Key leadership to understand top objectives, metrics and potential value of the process
  - b. Top sales performers to identify scalable best practices
  - c. Each participant to gain clarity around their top objectives and prepare them to raise the bar
  - d. Top customers, high growth potential customers and lost customers to clarify positioning points, competitive advantages and to discover incremental sales opportunity
2. **Customization and delivery of The Stretch 100™ launched through an inaugural workshop:**
  - a. Sales improvement best practice strategies and tactics are shared
  - b. Each participant creates and shares their custom strategic sales innovation plan that they believe will most accelerate their progress toward their stretch objectives
  - c. Video taping of individual stretch strategies
3. **Initial 100 days of strategic coaching:**
  - a. Coaching to participants and management
  - b. Reporting of successes
  - c. Measurement of metrics
4. **Quarterly Strategic Innovation workshops:**
  - a. Further raise the bar and innovate on the selling process and approaches of individuals and the team collectively



*"Business only has two basic functions, marketing and innovation...innovation is the act that endows resources with a new capacity to create wealth...it is not necessary that business grow bigger but it is necessary that it constantly grow better."*

- Peter Drucker

# The Need

Sales growth starts with asking the right questions. As an objective third party, your **customers will often share with us insights** that they would never share with a sales person.

1. Their additional needs
2. Their dollar quantification of value for the services that you provide them
3. What it would take to sell them on additional services or products
4. What they like or dislike about your sales team, process or service
5. What they like and don't like about your competition
6. What, if you don't change or do, will cause them to leave

**What would it be worth to have and use the above information?**

# Important Questions

## Vision & Strategy

- What are your Mission Critical Objectives (MCOs)?
- What is the Critical Success Factor (CSF), the measurable activity, if improved in quantity or quality, which will most accelerate your progress toward achieving each top objective?
- How will you measure each CSF?

## Value of Your Customer

- How well does your team know your customer?
- What is the untapped sales potential of your current customer relationships?
- Are your customers telling you all that you need to know?



## Implementation & Improvement

- What does the sales team most need to improve?
- What is the value of the sales team reaching their potential?
- What are the best practices of your top performers that need to be duplicated?

# The Results

## What customers are saying about The Stretch 100™ Process:

"Eleven of our Fortune 50 customers that you interviewed gave you incredible ROI information for our services...that and your process has helped us improve our sales process, proposals, marketing and even helped us better manage these customer relationships.

*Johan Praats, VP of Sales, OneTouch*

"At two companies I've seen the strategies work, right now I'm seeing The Stretch 100™ process increase rep activity, average percent of customer and overall an incremental 20% increase to our sales growth."

*Brian Maxwell, VP of Sales Hughes Hybrids*

"Through the process I've doubled my sales and broke previous records."

*Mike Brown, #1 Sales Rep, Bureau of National Affairs*



# The Benefits

## Benefits of The Stretch 100™ Process

- 1. Increased sales
- 2. Improved productivity of the sales team
- 3. Increased profits for your company and your customer
- 4. Measurement of improvement in key activity that accelerates progress toward top objectives
- 5. Improved management and coaching of sales team
- 6. Increased employee retention
- 7. Discovery of new sales potential within customer base
- 8. Greater company awareness for what the customer truly values
- 9. Increased Customer Retention
- 10. Innovation



8044 Montgomery Road, Suite 260 Cincinnati, Ohio 45236

[www.em1990.com](http://www.em1990.com)

513.621.8000



# The Stretch 100™

**A Sales Innovation &  
Strategic Coaching Process**  
From Echelon Management International