

Sales Confidence Index

Monitor the pulse of your sales channels, direct and indirect.

Primary Intelligence's SCI Web-based application provides influencer scores on over 55 factors that influence your sales team's confidence and performance. These scores, and the metrics derived from them, give you precise indicators of future risk and opportunity—allowing you to allocate your resources,

time, money, and training to those areas that will give you the greatest return on investment. This analysis gives you a three-to six-month window to make any necessary changes before potential risks become actual issues that will negatively impact your sales efforts.

Direct Channel Influencers		Indirect Channel Influencers <i>(Includes all direct channel Influencers, plus:)</i>
<p>Personal Confidence:</p> <ul style="list-style-type: none"> • Customer • Forecast • Improvement • New Business • Pipeline • Quota • Sales • Sales Skills • Service • Strategies & Tactics • Work Ethic <p>Company Confidence:</p> <ul style="list-style-type: none"> • Business Ease • Coaching • Communication • Compensation • Expectations • Future • Integrity • Job Satisfaction • Lead Generation • Leadership • Mission • Policies • Post-sales Support • Pre-sales Support • Resources • Responsiveness • Sales Process • Vision 	<p>Product Confidence:</p> <ul style="list-style-type: none"> • Delivery/Implementation • Feature Advantage • Feature Knowledge • Implementation Process • Innovation • Pain • Perceived Value • Price • Product Satisfaction • Quality/Reliability • ROI • Solution Knowledge • Superiority • Value Proposition <p>Competition Confidence:</p> <ul style="list-style-type: none"> • Anticipation • Competitive Intelligence • Competitor Threat • Drive • Effectiveness • Market Leadership • Positioning • Relationships • Strengths and Weaknesses 	<p>Personal Confidence:</p> <ul style="list-style-type: none"> • Revenue Opportunity <p>Company Confidence:</p> <ul style="list-style-type: none"> • Channel Compensation • Conflict Prevention • Conflict Resolution • Consistency • Cost of Doing Business • Education <p>Product Confidence:</p> <ul style="list-style-type: none"> • Ease of Sale • Integration • Product Loyalty