

Sales Transformation & Performance Improvement

Common Characteristics of Portfolio Companies

Underperforming Sales Team
» Legacy Team
» Lack of Structure
» Detached from Operations/Profitability
» Misaligned Compensation Structure
» Poor Pricing Controls

Undefined Go To Market Strategy
» Stagnant or Declining Top Line
» Unclear Value Proposition
» SKU Proliferation
» Margin Compression
» Underutilization of Fixed Assets

Fahrenheit's commercial experts assess the strengths and weaknesses of your portfolio company's sales infrastructure and identify tangible strategies to improve revenue and profitability.



Commercial Diligence	100-Day Program	Sustainable System
<ul style="list-style-type: none"> » Sales Team Assessment » Compensation Plan Review » Commercial Agreement Analysis » Data Collection & Analysis » Go to Market Review » Sales & Margin Analysis 	<ul style="list-style-type: none"> » Sales Team Accountability & Activity Management » Sales Pipeline Development/Commercialization » Interdepartmental Linkage 	<ul style="list-style-type: none"> » Upon completion, the systems and processes are delivered to management for ongoing use. » Opportunities for continuous improvement

Sales Transformation & Performance Improvement *(continued)*

Our systematic approach to optimizing sales performance addresses the most important concerns of financial sponsors.

Area of Concern	Value Provided by Fahrenheit
Sales Team Resources	<ul style="list-style-type: none"> » Perform qualitative and quantitative analysis of each sales team member » Analyze sales managers and executives
Sales Team Motivation and Efficiency	<ul style="list-style-type: none"> » Identify underlying drivers of profitable growth » Reorient sales compensation structure with resource-specific planning
Key Customer Relationships	<ul style="list-style-type: none"> » Construct contract duration waterfall » Develop strategies for renewal negotiations
Revenue Growth	<ul style="list-style-type: none"> » Create detailed sales pipeline by product line, sales resource, and projected close date » Coach sales resources to articulate value proposition
Margin Expansion	<ul style="list-style-type: none"> » Identify underperforming SKUs » Develop clarity and consistency in pricing processes
Competition	<ul style="list-style-type: none"> » Develop detailed understanding of competitor footprints and capabilities » Quantify penetration rates by client type, geography, and product line
Multi-Year Outlook	<ul style="list-style-type: none"> » Deliver multi-year sales strategy with product detail, resource plan, and market summaries » Develop sales scenarios for review with executive teams
Sales Channels	<ul style="list-style-type: none"> » Identify appropriate mix of direct and indirect efforts

The combination of a partnership mentality and a data-centric approach drives healthy accountability and a culture of growth.

Accountability

Align activities to strategic initiatives and track progress weekly and monthly.



Rigor

Perform detailed analysis and provide "high-touch" interaction.



Communication

Provide insights to Board and executives; carry insights across the organization.



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