



asula

Sales management isn't rocket science. It's a balancing act of who to hire, how to coach them, how to pay them — and, by the way, when's that money coming in? On second thought, it's pretty complicated. And if things get out of balance, you'll see some of these warning signs.

Revenue Risk Indicators		
Sales force churn	Bad sales hires	Undefined sales processes
Lack of useful management reporting	Unsupported pipeline ideology	Unrealistic forecasting
Excessive sales duration	High channel costs	Improper channel choice

Reduce risks in your "recruit-to-revenue" cycle.

Asula can help you identify weaknesses in your recruit-to-revenue cycle and correct problems that put sales performance at risk.

What can Asula do for you?

First, we get to the heart of what you are selling, why your customers are buying, and why some prospects aren't buying. We use this evaluation to help you figure out who are the right people to be selling for you.

Second, everyone needs sales methods and procedures. What are yours? We break them down into a set of purposeful activities. These create a clear understanding between you, your sales team, your customers, and your partners about what steps are needed to close a deal.

Finally, everyone needs a sales coach. They need someone who will ask the hard questions, suggest the best solutions, and shorten the learning curve. We're your sales coaches: Experienced people with solid business acumen and real-world experience.

What results can you expect?

- Increased effectiveness of your sales professionals.
- Closer alignment of sales processes with company objectives.
- Sales methods that are tailored to optimize revenue generation.

Let's talk.

For a complimentary 30-minute consultation, contact Jeff Altman at sales@asula.com or (303) 905-9043.



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Asula's methodology will help you manage your recruit-to-revenue cycle, improve sales performance, and reduce revenue risks.



What's the recruit-to-revenue cycle? It's sales management activities that include hiring the right sales professionals, getting them up and running, evaluating their capabilities, making adjustments, and optimizing performance against revenue goals.

If this cycle is not managed properly, your expected revenue will be at risk.

Who is Asula?

We're a team of executive-level sales and marketing managers with broad experience in multiple industries, including energy, manufacturing, and telecommunications.

Our **Managing Principal, Jeff Altman**, is an energetic executive who has spent 15+ years building revenue streams. He has a successful track record helping companies grow revenue through strong sales management, integrated marketing programs, and improved operational efficiency. His experience and education (MBA and engineering) enable him to handle complex sales challenges.

In previous roles, Jeff has held executive-level sales management positions. He has led sales and operations for a variety of hardware, software, and services companies – some global, some in the US and Latin America. He has managed direct sales and indirect channels, and built channels from the ground up.

Altman earned an MBA at the University of Denver, and degrees in Electrical Engineering from the University of Colorado Denver and Petroleum Engineering from Colorado School of Mines.

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