

Using DATA to Solve a Key Cause of Failure in SME's

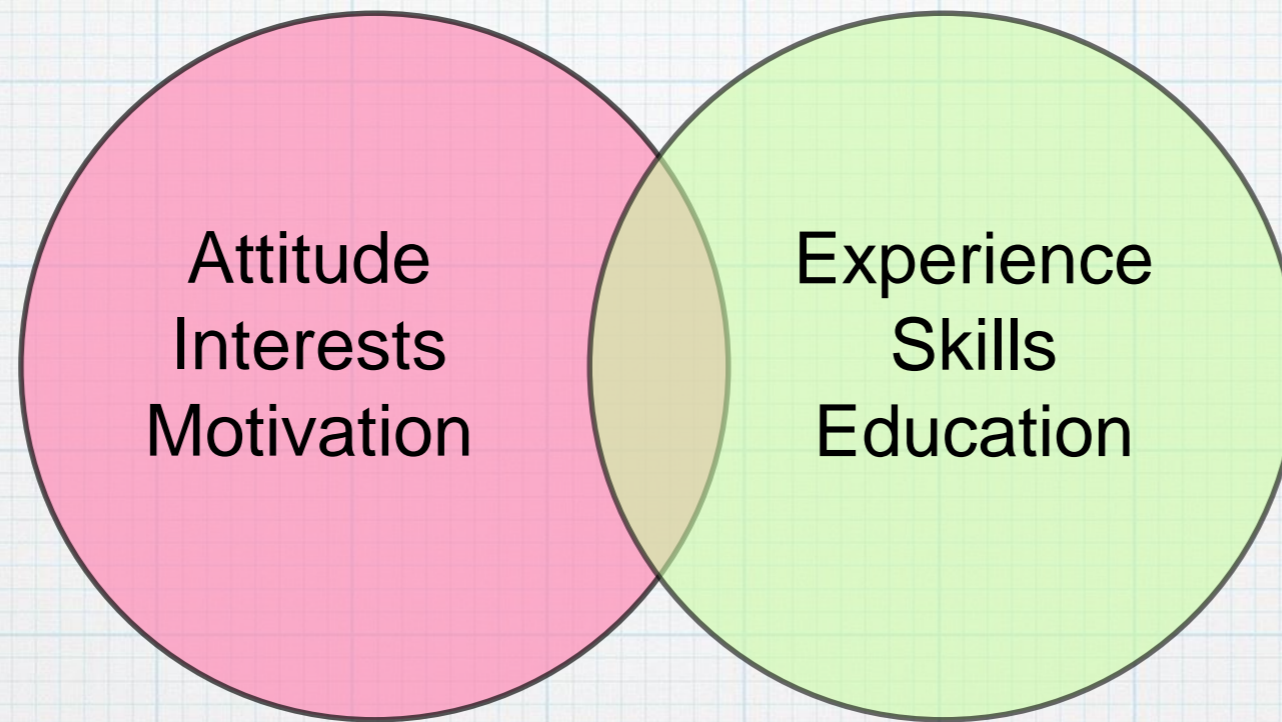


SME's fail because of :

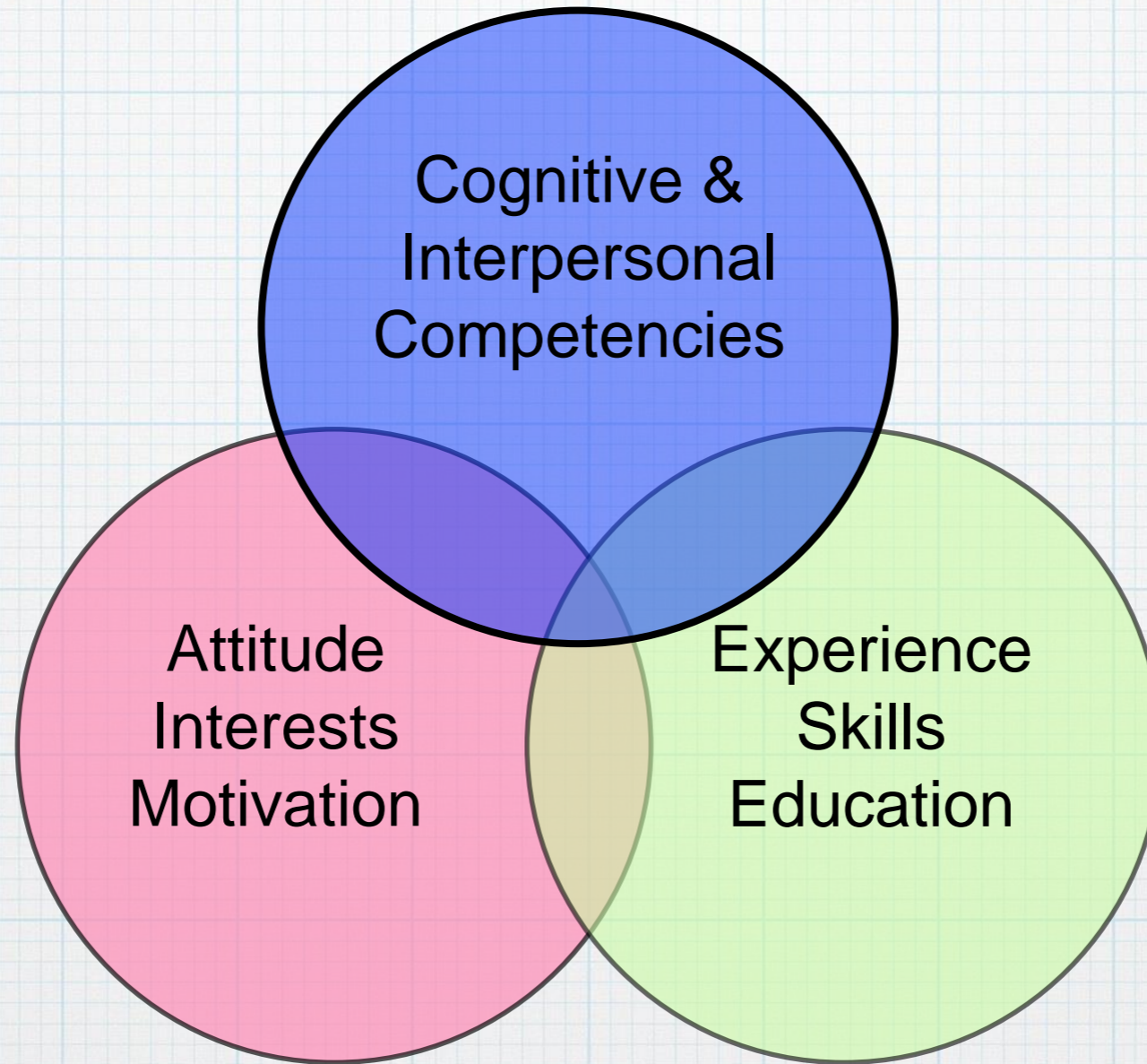
- **People**
- **Financial issues**
- **Operational issues**

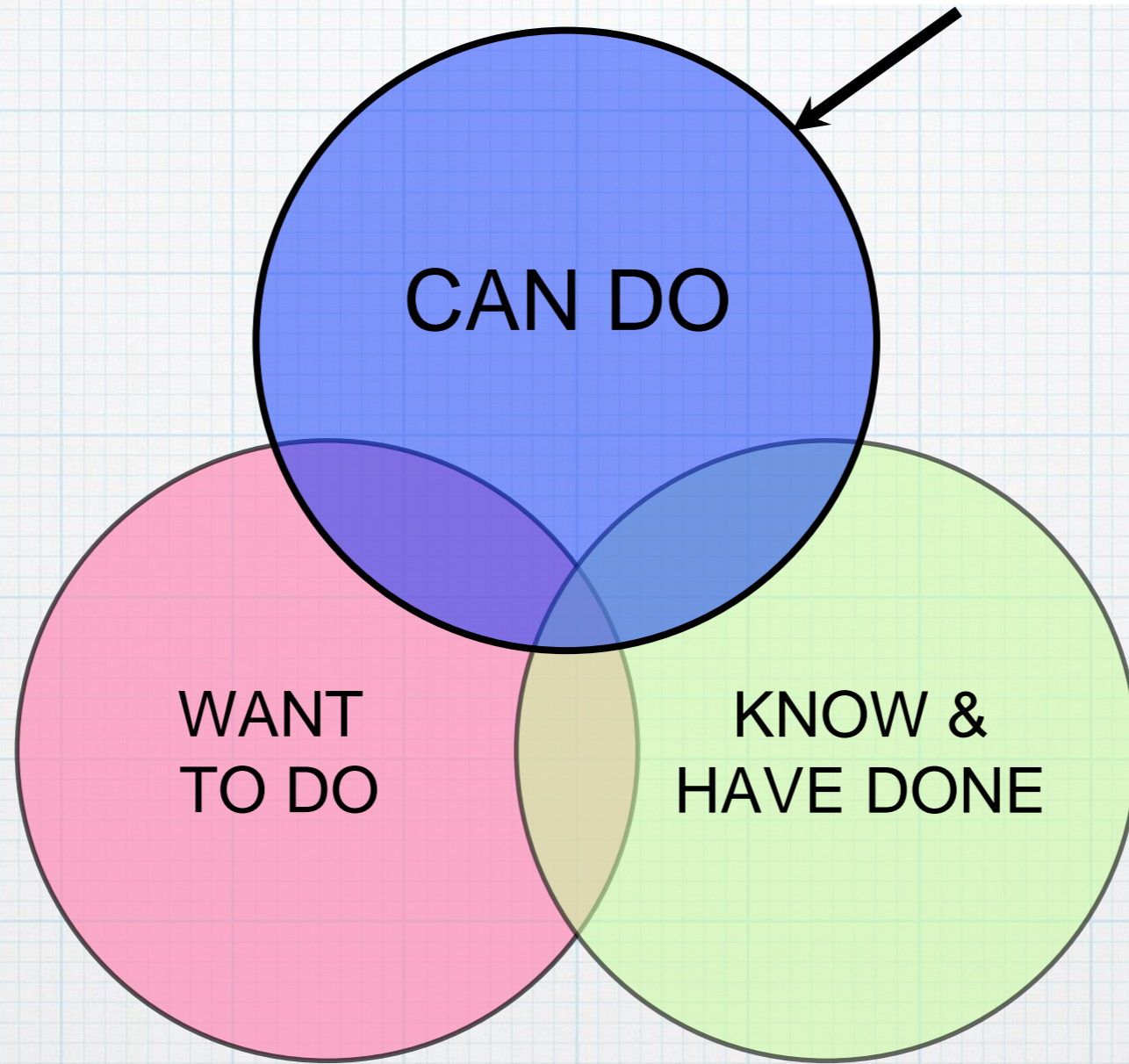
People are the foundation of each of these.

The Old Model of Job Performance

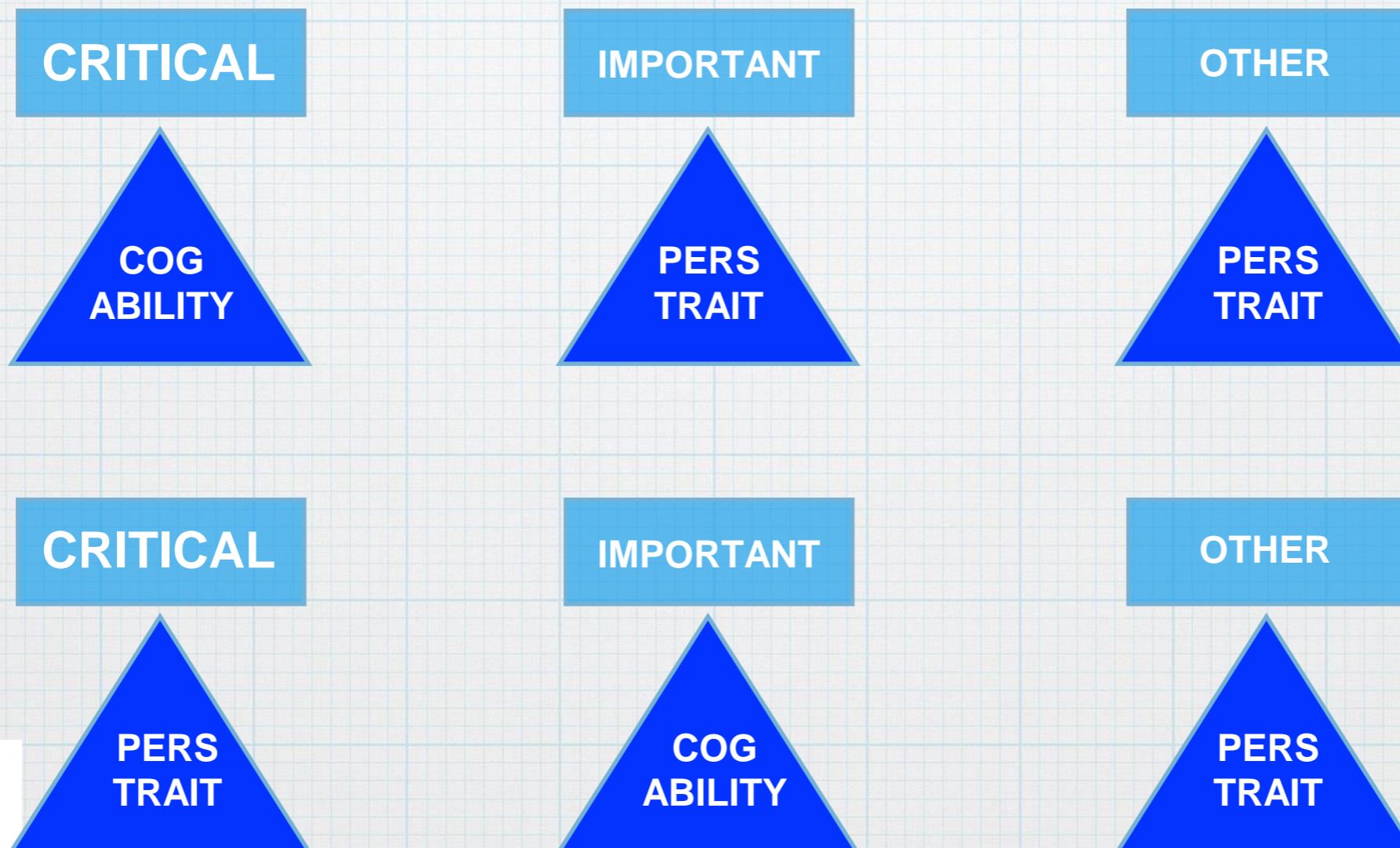


Today's Model of Job Performance





The successful performance of any job behavior depends upon a hard-wired personality trait or cognitive ability.



SME Sales Team

A complex solution sale

DOESN'T CLOSE SALES		3	1	1	3	2	STRONG CLOSER
PRODUCT SALE		2	2	1	2	3	SOLUTION SALE

SME Sales Team

A complex solution sale

DOESN'T CLOSE SALES		3	1	1	3	2	STRONG CLOSER
PRODUCT SALE		2	2	1	2	3	SOLUTION SALE

Can understand the sale but cannot close the sale

DOESN'T CLOSE SALES		3	1	1	3	2	STRONG CLOSER
PRODUCT SALE		2	2	1	2	3	SOLUTION SALE

Can close the sale but cannot understand the sale

EXECUTIVE TEAM w/CEO*

FOCUSED ON NOW			2	1	5	3*	FOCUSED ON FUTURE
SLOWER INFORMATION PROCESSING			2	1	5	3*	QUICK INFORMATION PROCESSING
SEEKS CHANGE	1	5*	3		1	1	CONVENTIONAL
INDIRECT				1	6*	4	DIRECT
MAKES EXCEPTIONS	1	5*	3		1	1	FOLLOWS RULES & PROCEDURES
LITTLE OR NO PLANNING		2*		5	3	1	DETAILED PLANNING
LOW NEED FOR DETAILS		2*		5	3	1	HIGH NEED FOR DETAILS
PATIENT		4*	5	2			URGENT
INDIVIDUAL EFFORT	1	6*		3	1		COLLABORATIVE EFFORT
QUIET & IMPERSONAL		5*	3		2	1	OUTGOING & FRIENDLY

EXECUTIVE TEAM w/CEO*

FOCUSED ON NOW			2	1	5	3*	FOCUSED ON FUTURE
SLOWER INFORMATION PROCESSING			2	1	5	3*	QUICK INFORMATION PROCESSING
SEEKS CHANGE	1	5*	3		1	1	CONVENTIONAL
INDIRECT				1	6*	4	DIRECT
MAKES EXCEPTIONS	1	5*	3		1	1	FOLLOWS RULES & PROCEDURES
LITTLE OR NO PLANNING		2*		5	3	1	DETAILED PLANNING
LOW NEED FOR DETAILS		2*		5	3	1	HIGH NEED FOR DETAILS
PATIENT		4*	5	2			URGENT
INDIVIDUAL EFFORT	1	6*		3	1		COLLABORATIVE EFFORT
QUIET & IMPERSONAL		5*	3		2	1	OUTGOING & FRIENDLY

Executive Team

- Pioneered new software and led industry
- Now 5 years later, they are losing market share
- Profitable
- Happy customers
- Good service & high quality

STRATEGIC FOCUS			3	1			TACTICAL FOCUS
INNOVATIVE				3		1	CONVENTIONAL