

STEP 4: TRACK

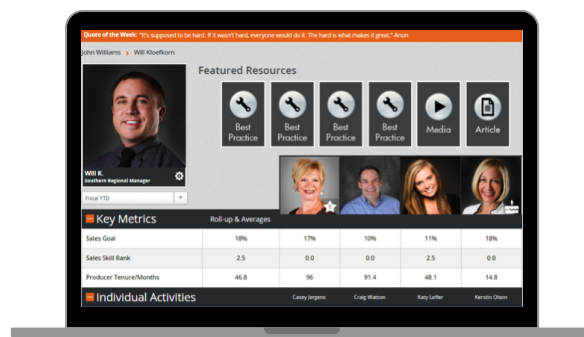
The ONE-UP Coaching Cloud

DESIGNED FOR THE SALES LEADER

Every sales leader is passionate about delivering increased sales and the ONE-UP Coaching Cloud makes hitting their goal easier than ever. The premise behind ONE-UP is simple – better and more consistent coaching leads to better sales results. This is why ONE-UP is focused squarely on driving the execution of coaching activities between sales leaders and their team members. And our research shows that leaders who execute those activities more consistently and effectively deliver better sales results. ONE-UP gives sales leaders the confidence that they are focusing their time on work that really matters.

HOW IT WORKS

The ONE-UP Coaching Cloud is a web-based SaaS platform that is customizable to your company and your coaching expectations. We first educate your sales leaders on the coaching activities that our research shows are correlated to increased results. Then we collaborate with both your senior and front-line sales leaders to define exactly how and how often you want coaching to occur.



Once expectations are clear, the ONE-UP Coaching Cloud provides an easy way for front-line sales leaders to execute their coaching. Your customized coaching activities automatically appear in ONE-UP for your leaders to complete at the frequency and using the format you have defined. Each coaching activity is also interactive, allowing leaders and their team members to share information, communicate needs and give feedback so coaching is more collaborative. Then, as coaching activities are completed, coaching dashboards update automatically so front-line leaders can stay on track and senior leaders can measure the correlation between coaching and sales.

Finally, a tool to make coaching easier,
better, and more consistent.

KEY BENEFITS FOR FRONT-LINE SALES LEADERS

- **Efficient** use of their time, as it focuses them on the coaching interactions that drive better sales results
- **Intuitive** user interface that gives them access to their coaching activities and notes anywhere they go
- **Interactive** platform that facilitates communication with their team members to create more effective coaching interactions
- **Searchable** library of our proprietary research, articles and white papers so they continue to grow their coaching knowledge

KEY BENEFITS FOR SENIOR SALES LEADERS

- **Insightful** look into your front-line leaders' coaching so you can help them improve and grow their skills
- **Clear** way to communicate your expectations so all front-line leaders know how and how often they should be coaching
- **Customizable** software to align with your organization's common language, culture and sales process
- **Measurable** coaching activities so you can analyze their relationship to your organization's sales results

TESTIMONIALS



"As a manager, ONE-UP allows me to track and measure high pay-off sales coaching activities that help me create a world-class sales team."



"Prior to ONE-UP, I communicated with sales associates but never in a coordinated fashion. ONE-UP has provided much needed structure for me and my reps. The format gives us both a consistent and useful tool that works! And our results have improved."



"The ONE-UP Coaching Cloud has enabled our team to stay focused on the activities that drive sales performance."

COACHING FOR RESULTS

- More than 100,000 coaching interactions tracked
- Leaders improve the consistency of their career development plans by an average of 12% after the implementation of the coaching cloud
- Leaders improve the quality of their one-to-one meetings by an average of 10% after implementation of the coaching cloud
- Sales leaders in the top 20% in coaching activity completion lead team that sell about \$4.2M annually than other sales leaders