



**Results achieved by companies that apply a Sales & Channel Optimization solution within their organizations include:**

- **Improved alignment between the sales organization and the business strategy**
- **Improved sales force productivity**
- **Increased customer-facing time**
- **Improved customer satisfaction**
- **Improved customer profitability**
- **Increased market share**



## Solution Overview: Sales & Channel Optimization

### Business Impact

Inefficiencies in your selling processes, whether direct or through a channel partner, have a dramatic impact on your bottom line.

Warning signs that demonstrate a need for sales and channel optimization include:

- Non-selling activities take up a large portion of a salesperson's time
- Sales people sell on price rather than value
- Salespeople attain small amounts of business from many clients
- All accounts are given equal sales and support resources
- Optimal size of the sales force is unknown
- Information sharing with partners is limited
- Channel partner profitability is unknown
- Considerable channel conflict exists
- Inability to manage, measure, and control relationships through partners
- Compensation and awards plans are too complex, causing many disputes
- Sales people rarely or always meet quotas

In order to improve performance, all selling processes, organizational structure, compensation policies and enabling technologies must work together efficiently and effectively.

### Value Delivered

Hitachi Consulting's Sales and Channel Optimization solutions focus on helping you design new selling processes, segment customers and territories, construct new channel models, design performance measures and compensation, form a new organization structure, and sketch an enabling technology infrastructure.

Recent engagement results from Sales & Channel Optimization projects:

- Improved alignment between the sales organization and the business strategy
- Renewed and improved sales force productivity
- Increased customer-facing time
- Restored customer profitability
- Enhanced market share
- Designed and implemented new compensation plans

# Solution Overview: Sales & Channel Optimization

## Our Approach

We consider the unique aspects of your situation. And draw on the tools and best practices we've developed over years of successful projects.

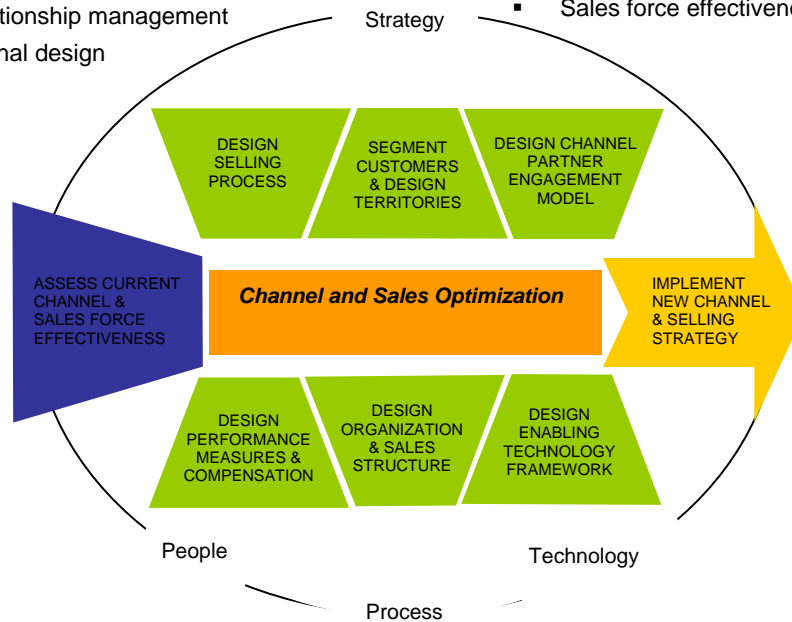
Components of our approach include:

- Channel and sales strategy
- Territory planning and management
- Optimizing channel mix
- Account planning and management
- Channel management
- Partner relationship management
- Organizational design

- Sales and channel performance management
- Quota and incentive compensation efficiency (cash and non-cashed based)
- CRM/PRM selection, design, and implementation

The technologies and tools involved may include:

- Customer relationship management technology
- Sales force diagnostics
- Portals
- Data warehouses
- Sales force effectiveness analytics



## About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

Hitachi Consulting's client base includes nearly 30 percent of the Fortune 100 as well as many leading mid-market companies. We offer a client-focused, collaborative approach and transfer knowledge to our clients throughout each engagement. For more information, call 877-664-0010 or visit [www.hitachiconsulting.com](http://www.hitachiconsulting.com)

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