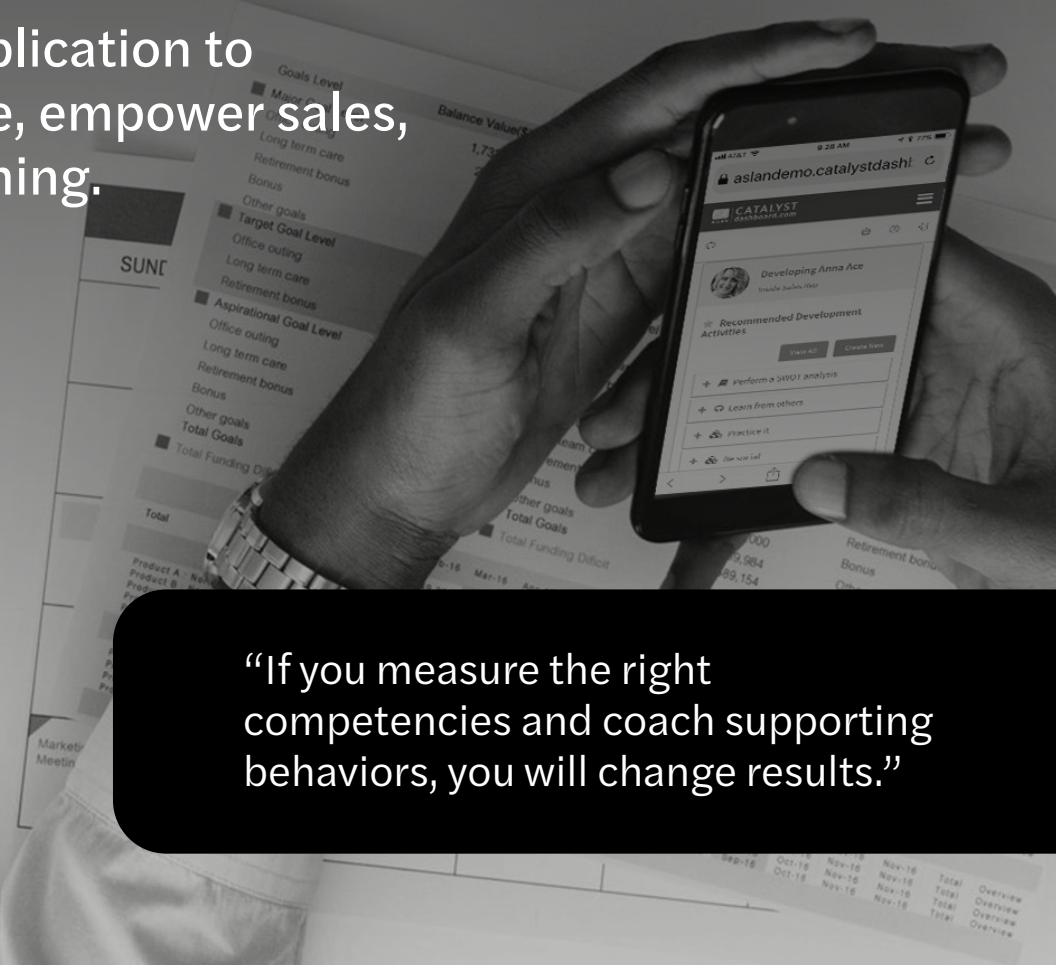


Catalyst Dashboard

A cloud-based application to track performance, empower sales, and simplify coaching.



“If you measure the right competencies and coach supporting behaviors, you will change results.”

“With this tool, I can quickly zero in on my reps’ gaps, easily identify activities to improve skills, and keep up with their development plan. Something that was virtually impossible with the number of reps on my team.”

Catalyst

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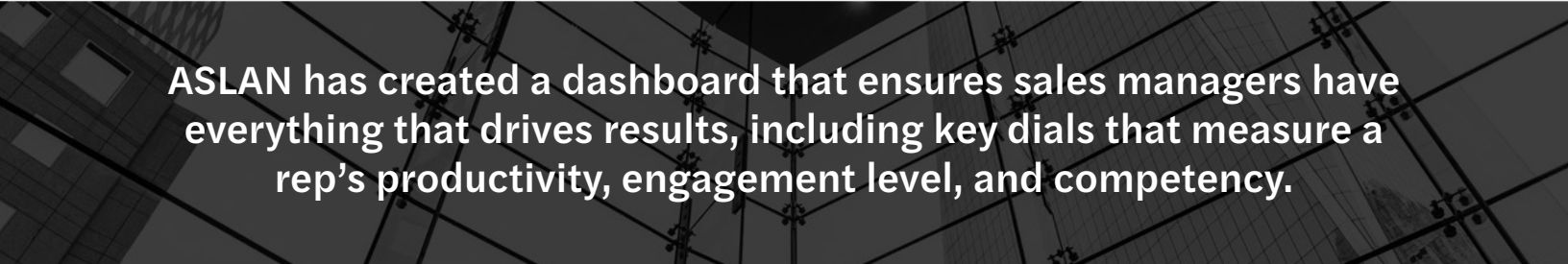
PRESSURE

For much of the sales world, the notion that coaching is an essential ingredient in improving sales organizations is not up for debate. However, most sales leaders will tell you that while they have time to manage, they have no time to coach.

For some managers, the process of coaching is complicated. Unlike measuring productivity metrics, it's difficult to teach others how to sell and requires a different set of skills. For other managers, they're able to dedicate the time, but the resistance is high within their team and they do not see the results.

For these reasons, it's no wonder that most managers only focus on a scorecard, give the reps a few tips, and go back to their administrative duties. It's in their skill set, and it's easier to do.

But what if coaching was simple?



ASLAN has created a dashboard that ensures sales managers have everything that drives results, including key dials that measure a rep's productivity, engagement level, and competency.

Not only does this tool make it easier to keep a pulse on the critical KPIs, but it also simplifies and automates the coaching process by ensuring your leaders know:

- Where to invest their time to get the greatest return on their coaching investment.
- How to determine the root cause of the performance problem.
- The best way to bridge the gap.
- How to track each team member's development plan.
- How to quantify the impact of coaching and a rep's sales effectiveness.



“Some reps just aren’t willing to change. Am I wasting my time?”

I know how to sell but how do I break it down or translate what comes so easily to me?

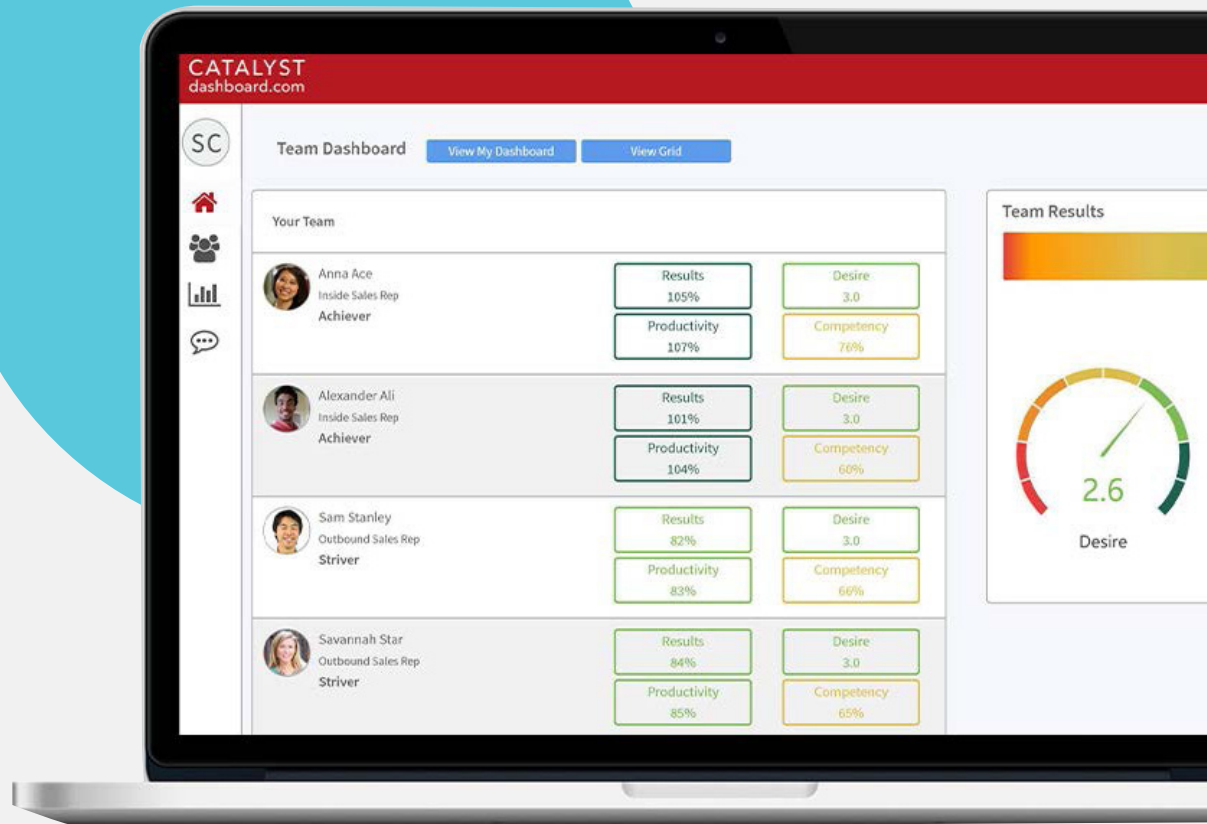
We keep talking about the same thing. The effort is there, but they just can’t pull it off. I’m not sure why they aren’t getting it.

I know the problem but what should the rep work on between coaching sessions? Telling them what to do is easy. Showing them what to do is easy, but that doesn’t seem to work.

I have 14 people on my team, how do I keep up with each individual skill level and development plan? Every time I prep for a coaching session, it is so difficult to figure out where we are and what to work on. I just don’t have the time.”

The Main Dashboard

The main dashboard tracks productivity, engagement level (i.e., desire to change), and competency for each rep, team, and division.



Productivity Dials

Tracks productivity metrics and multiple channels of revenue with productivity dials.

Engagement Dial

The engagement dial shows a team member's desire to change.

Results Dial

The dashboard's result dial measures overall sales results.

Competency Dials

Measure competency levels based on customized assessments with our competency dials.

Beyond The Main Dashboard

DIAGNOSE

Do your sales leads know how to determine the root cause of poor performance?

- The dashboard can be loaded with multiple customized assessments (i.e., fundamental selling skills, presentation skills, territory management, technical expertise) built around the unique competencies required to sell your solution.
- Each assessment includes a description of the desired results and key indicators so coaches can accurately assess the root cause of the problem if the desired results are not achieved.

PRESCRIBE

Once the performance gap is diagnosed, how do you bridge the gap?

- The dashboard is populated with a diverse library of over 400 developmental activities and learning labs, all organized by key sales behaviors and the rep's current skill level. The library can be expanded to include unlimited developmental resources unique to your organization.
- Based on the identified behavior and rep skill level, developmental activities will automatically appear on the dashboard, ensuring that each coaching session ends with a plan to bridge the gap. Once the performance gap is diagnosed, how do you bridge the gap?





Beyond The Main Dashboard (cont.)

TRACK

How do you stay on top of each team member's unique development plan?

- Once the development plan is assigned, it is logged by rep and due date, making it easy to track each rep's progress.
- Based on the rep's investment in completing the assignment, the dashboard categorizes each team member by engagement level (Independent, Detractor, Striver, or Achiever) to ensure the appropriate coaching strategy.

IMPROVE

Once managers can accurately diagnose the root cause of poor sales execution, they can prescribe relevant activities, easily track performance, and hold reps accountable to their development plan.



Be the change.

Help your sales reps elevate their skills to exceed quota. For more information on how ASLAN can help you do just that or view our full range of solutions, contact us:

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