



# Build a sales team that consistently crushes their goals.

## Increase the odds of hitting your numbers with talent optimization.

Most sales organizations create a sales strategy and determine the numbers they want to achieve—but take a one-size-fits-all approach to building the team. Don't risk mediocrity when it comes to the salespeople executing every day; you need to take a data-driven approach to team building and culture. And that's where talent optimization comes in.

### Pinpoint costly problems.



Between disengagement, poor performers, and turnover, every sales team has problems. Smart sales leaders leverage analytics to address problems instead of letting them fester. Diagnosing people problems enables you to nail the root cause of gaps so you can take swift and proactive action.

### Optimize your sales strategy.



Planning your go-to-market strategy can feel like navigating a minefield. Gain agility by designing a team strategy that aligns with your sales strategy. Cover all your bases with the right team and culture. If you nail both, you can slash turnover and crush your numbers.

### Clone top performers from the get-go.



As a sales leader, you care about two things: revenue and time. Stop wasting both interviewing and onboarding candidates who won't deliver. Collect objective candidate data to replicate top performers and predict team fit so you can hit your numbers faster.

### Boost engagement to drive results.



You wouldn't ask someone to mow the lawn with a pair of scissors; you'd give them the right tools for success. With PI, your managers can more effectively coach and develop your salespeople. Make non-cash incentives, succession planning, and career pathing easy so everyone works at maximum capacity.