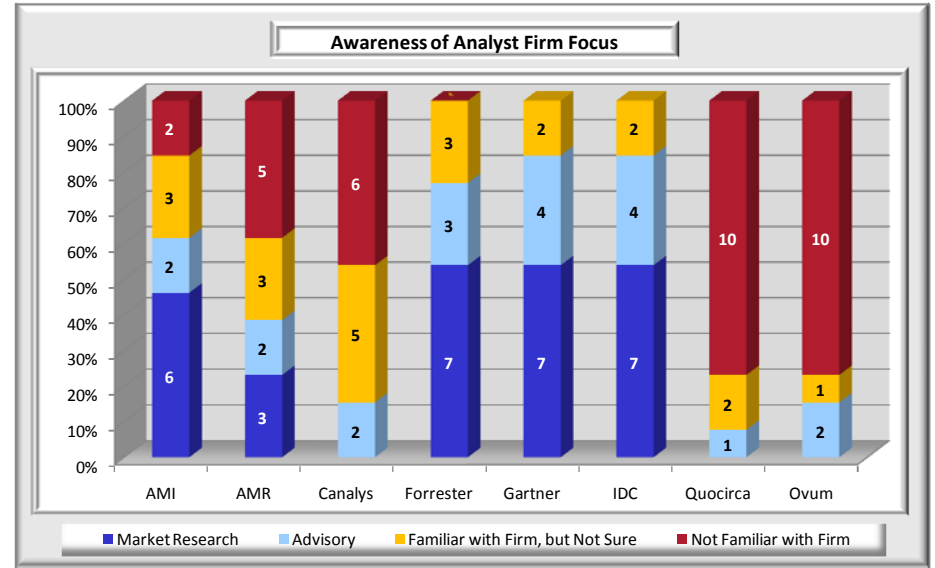
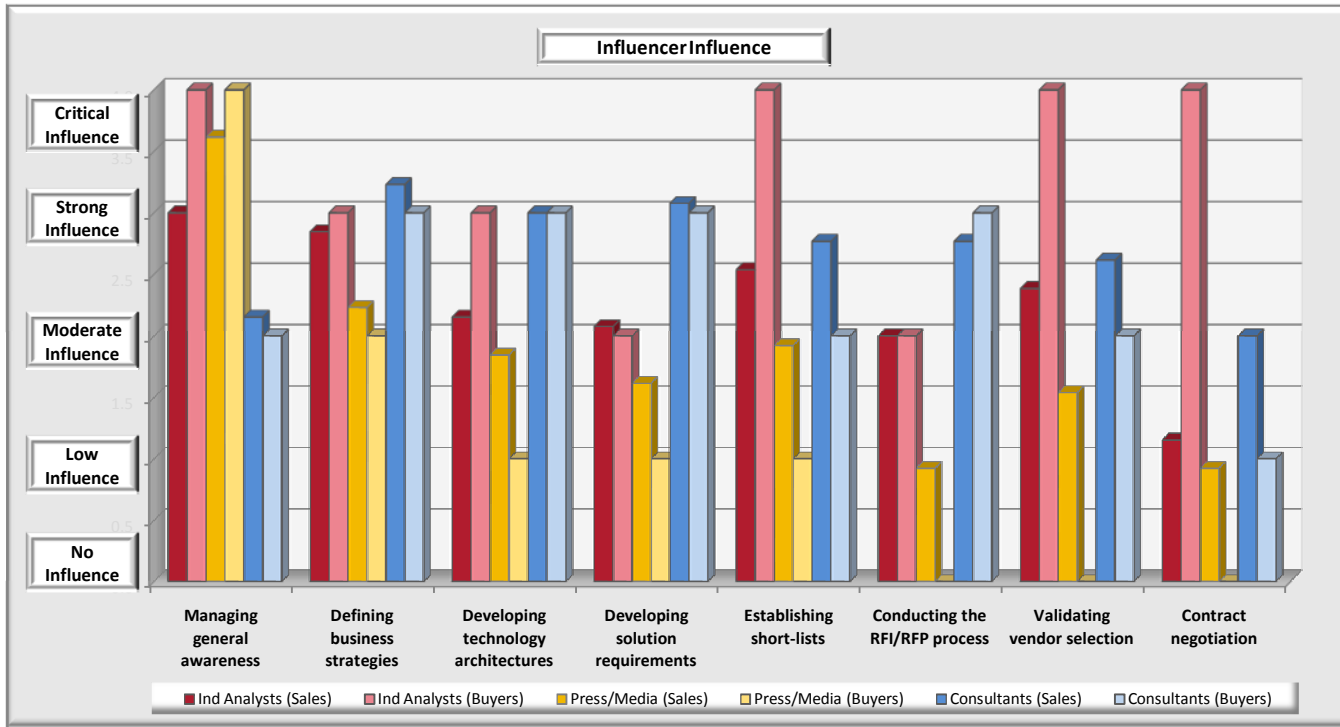


Assesses the degree to which the sales organization is familiar with the major analyst firms impacting your markets



Assesses the degree to which your sales organization is familiar with the research/advisory orientation of the major firms impacting your markets

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Influence by Influencer Group

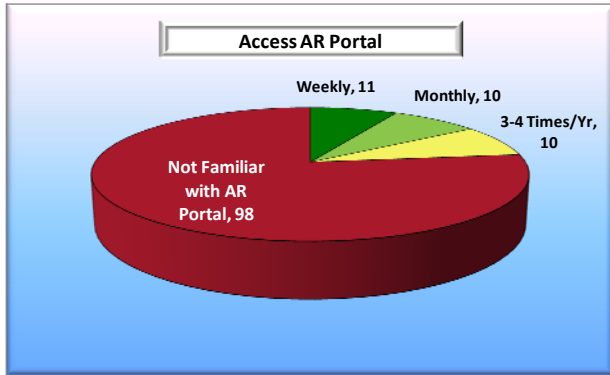


Examines differences between how your sales organization rates the degree of influence of key influencer groups at several stages of the sales cycle vs ratings from technology buyers/decision-makers collected in ASG's most recent Technology Buyers Study

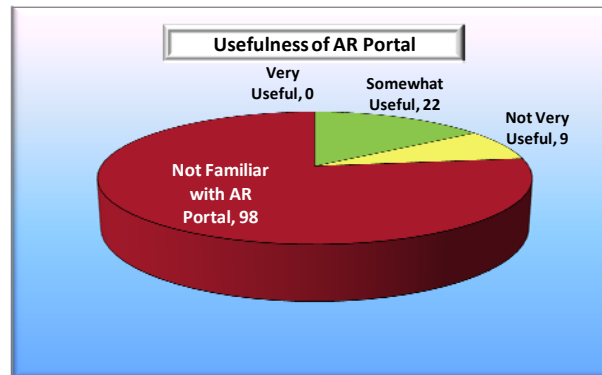
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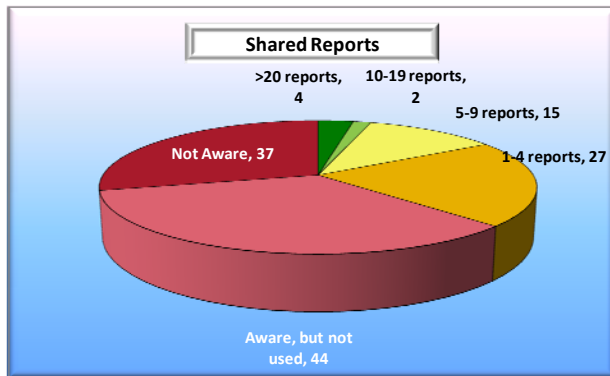
AR-Provided Information / Impact of Analyst Report Reprints



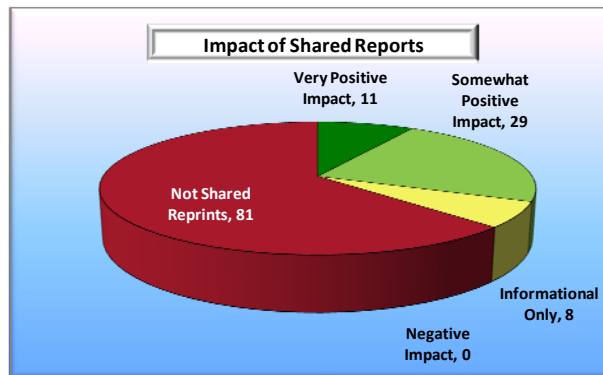
Assesses how frequently the sales organization is accessing information provided by the AR program



Assesses how the sales organization rates the usefulness of the information provided by the AR program

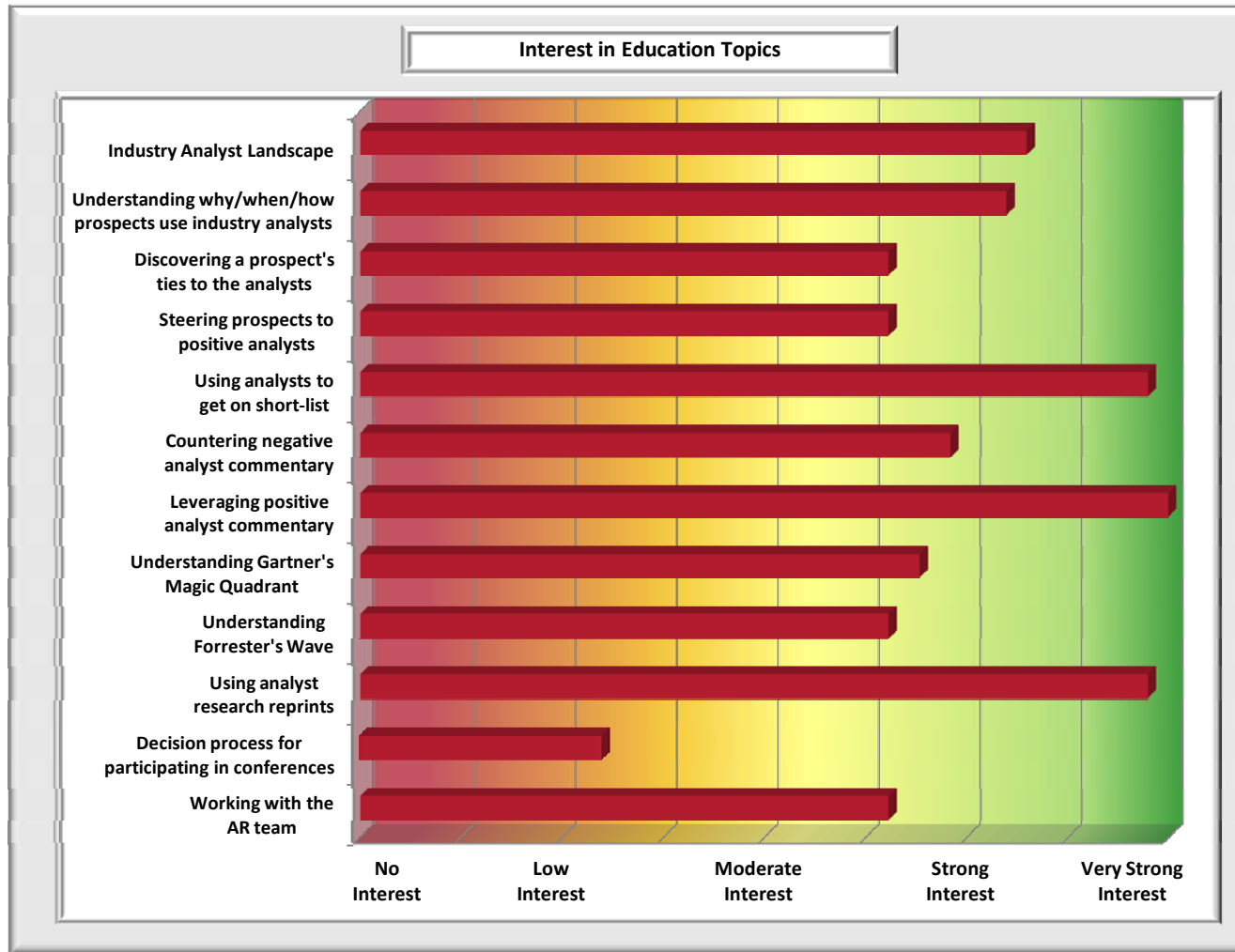


Looks at how frequently your sales organization is sharing analyst report reprints with their prospects/customers



Assesses how your sales organization rates the impact of sharing analyst report reprints

XYZ Company
Sales Team Audit - 2008
Interest in Training Topics



Assesses Sales Organization's Interest in Various Education Topics Related to Industry Analyst Impact on Sales