

WELCOME TO THE FUTUREPROOF SALES TEST DEVELOPED BY BRAVO,

You're likely here because you've sensed the need for change in the sales approach in your organisation and you're wanting to get an in-depth indication of just how seriously that change is needed.

Therefore, you shall receive. Ahead you will find Bravo's easy to understand questionnaire that will give you the awareness you've come looking for.

The questions laid out for you ahead have been created drawing from the 7 key factors we have found in our experience to be the best critical factors to assess in the futureproofing of your sales results.

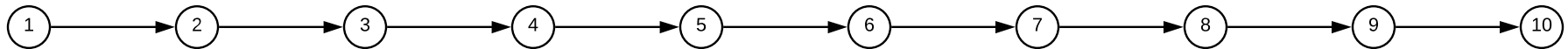
Each factor has then been split up into two different types of questions, the external (what you can objectively measure) and the internal (what you can internally sense). Both are required to help us get the clearest picture of your current sales situation as it stacks up against the future of business.

Complete every question to the best of your ability and then add up your score out of 140 to assess the futureproofing of your sales results moving forward. Upon completion, send a copy of your results to results@whybravo.com and we will respond with an indexed report of what others in your industry are doing to stay ahead of the pack.

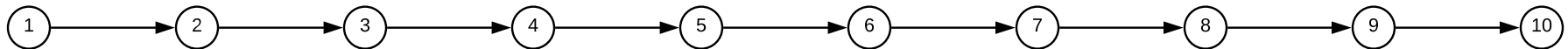
We're looking forward to seeing how things are coming along for you and of course if there is anything we can personally do to help futureproof *your* sales results, we're always only a phone call away.

Steve Claydon and Darcy J Smyth
Team Bravo

1. LEVERAGE OF PRODUCTS AND SERVICES

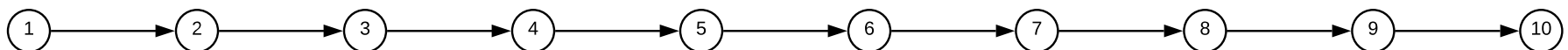


What you can measure: What percentage of your buyers come back to buy from you after their initial purchase with you? (Repeat customers) 10 = 100%

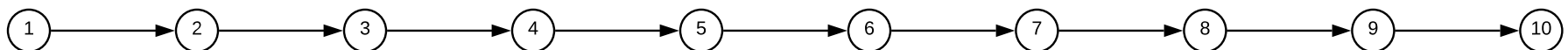


What you can sense: How would you rate the ease with which buyers can remain buying from you (1 being you must be physically present to purchase, 10 being completely automated and out of the buyer's mind until they want it to be).

2. INFLUENCE AND AUTHORITY IN THE MARKET

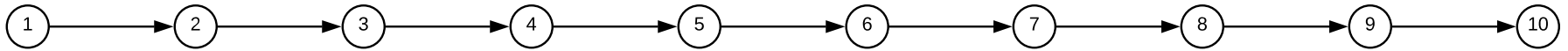


What you can measure: As a percentage how much of your business comes from the market coming to you (through enticing sales and marketing) rather than you chasing the market (through direct sales and marketing)?

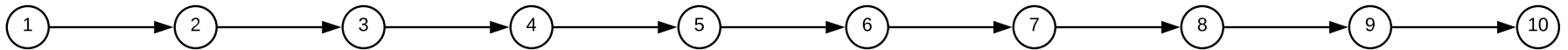


What you can sense: How often do you feel like you're leading the conversation with your buyers (and you can sense they have a strong desire for the product), as opposed to forcing the sales conversation (and you can sense you're on the back foot with no choice but to try and 'convince')?

3. OVERALL FUTUREPROOFING OF SALES

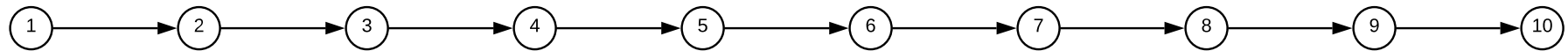


What you can measure: What percentage of your buyers have continued to stay with you, despite any evidence of your competition's lowering of pricing or increasing in quality of service/product? Or, what percentage of your buyers have shown they will stick with you no matter what?

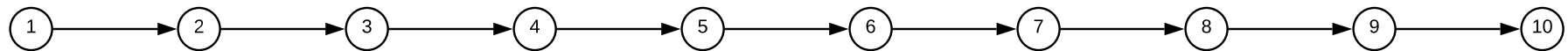


What you can sense: How certain are you that your sales numbers will continue to rise at the pace and quality you desire into the future? (1 being the only thing we are certain about is that we are doomed, 10 being we have plans in place that we are absolutely certain will see us succeed into the future.)

4. ABILITY TO INNOVATE SALES AND MARKETING APPROACH WITH POSSIBILITY AND CHOICE

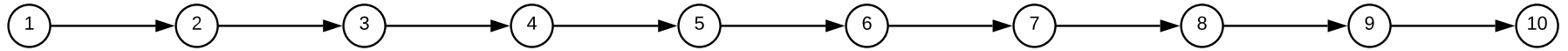


What you can measure: What percentage of new proposed sales and marketing strategies were executed to completion and considered successful in the past 24 months?

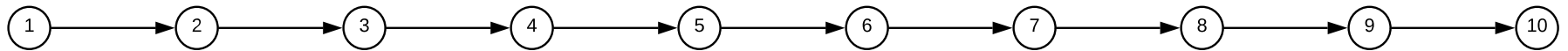


What you can sense: How engaged are your team in both creating *and* executing on new sales and marketing strategies to grow the company? (1 being we are still surviving on the ideas we created years ago, 10 being we are consistently updating, improving and innovating on our sales and marketing strategies)

5. PROBLEM SOLVING WITH A KNOWLEDGE OF HOW TO THINK

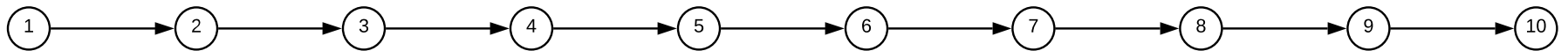


What you can measure: What percentage of your sales and marketing team members are able to find the solutions to their own problems, without needing to refer to a textbook or a team leader the majority of the time?

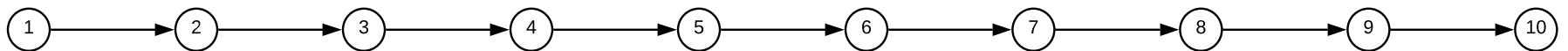


What you can sense: How would you rate the creative problem solving ability of your sales and marketing team members? (1 being that they are only able to do what they are told, 10 being they are completely autonomous in showing initiative to come up with creative solutions to real problems for our company).

6. PREDICTION OF AND ADAPTION TO MARKET TRENDS

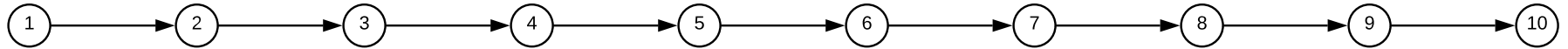


What you can measure: How much time are you actively spending on researching and following market trends whilst putting in future strategies to maintain relevance?

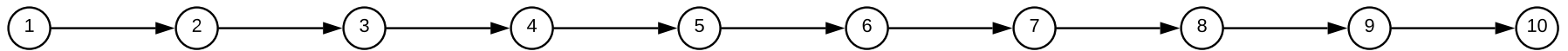


What you can sense: How would you rate yourself as a 'front-runner' of your industry in your market's eyes, which can be evidenced by a desire to align with your brand as you innovate forward? (1 being we are always the last to adapt to market trends, 10 being we are the trend setters of our industry and our market knows it).

7. GENEROSITY AND RECIPROCITY MINDSET

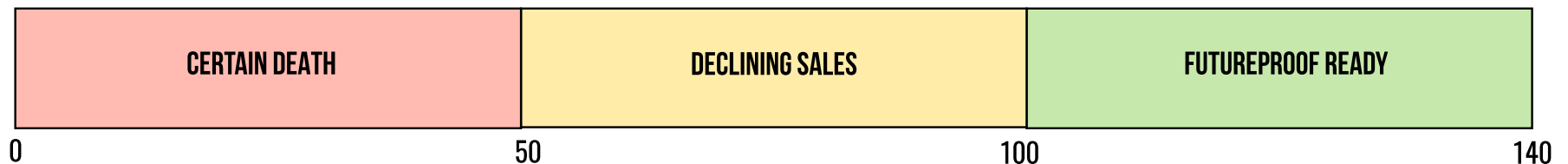


What you can measure: According to customer surveys and feedback, what is your current customer satisfaction rating for customer service or customer satisfaction (NPS)? (if not measured, the answer is 0)



What you can sense: How often do you go over and above in taking care of your buyers, particularly when its least expected or unnecessary? This includes post sale follow up and lead nurture. (1 being 'we only do what is necessary, the bare minimum just to get the job done. 10 being we are *the* company that personifies making our clients feel appreciated.)

YOUR RESULT:



READY TO FUTUREPROOF YOUR SALES RESULTS & SALES TEAM?

Visit www.whybravo.com to start the process