



INTRODUCTION:

MeasuringStix™ is a structured system designed specifically for single user, technology organizations operating in complex selling environments to provide them a tool to manage vital business development activity more effectively.

Q. *So, what's in it for me to adopt MeasuringStix™ ?*

A. *Using MeasuringStix™ you can...*

ACHIEVE YOUR REVENUE GOALS:

- ✚ Track by stage every identified sales opportunity (aka; Prospect) from initial interest to a final decision.
- ✚ Identify the amount of sales opportunities needed in your pipeline at any time to consistently make your sales goals.
- ✚ Make more informed sales process decisions as to your 'next step' with each opportunity.
- ✚ Identify visually where each opportunity is in the pipeline to manage activity.
- ✚ More accurately forecast near term sales revenue (monthly).
- ✚ Improve your 'win' rate of forecasted opportunities.

WHAT'S INCLUDED?

- 1 ea. MeasuringStix Operating Manual (part #1000908)
- 1 ea. CD containing an Excel Worksheet with the MeasuringStix Pipeline Management System for Consultants (part #2000908)[2]
- 1 seat Attend a 1 hour MeasuringStix™ Webinar/GoToMeeting Training Session entitled: How To Use MeasuringStix.
- 2 calls First sixty days - phone support to answer questions.

[2] IMPORTANT NOTICE:
The MeasuringStix worksheet REQUIRES Microsoft Excel