

# Critical Path Strategies



## Fact Sheet

### Quick Facts

- Founded in 1992
- Trained some 20,000 sales professionals in U. S. and internationally

**ABOUT CPS.** Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.

[www.cpstrategy.com](http://www.cpstrategy.com)

### What do we do?

- Work with your major account sales organization to develop and execute strategies and action plans for accounts, opportunities, and relationships
- Work with you to implement strategic customer-focused initiatives such as account management execution, sales process optimization, value message alignment, and buyer-seller collaboration
- Help you focus on what is most important to generate and grow sales

### How do we do it?

- Provide sales consulting services
- Deliver customized sales workshops, strategy sessions, and expert coaching clinics
- Use proven best practices and road-tested methodology and tools customized for your sales culture
- Lead participants through critical analysis to enhance business planning, refine the account sales process, and improve customer relationships
- Capture synthesized information in summary documents, which enable ongoing sales team communication, coaching, strategy and plan updates, sales calls, and management reviews
- Provide formal or on-demand coaching for executive leadership teams

### Who do we do it for?

#### Our clients span many industries, including

- Communications
- Distribution
- Energy
- Engineering
- Finance
- Healthcare
- Information Technology
- Manufacturing
- Outsourcing Services

#### Our clients include

- AMD
- BMC Software
- Caterpillar
- Fluor
- GE Corporation
- Microsoft
- National Oilwell Varco
- Nortel
- Shell Oil
- Siemens Business Services
- Sprint
- Symantec

### What value do we add?

- Build high-value customer relationships
- Expand sales opportunities
- Increase sales team confidence
- Grow top-line revenue with most important accounts
- Improve sales efficiency and productivity

### How are we different from our competitors?

#### Critical Path Strategies

- ✓ Facilitates action-oriented thinking by the client on the most important issues
- ✓ Implementation and buy-in are the focus
- ✓ "Activation" deliverable focused at change agents
- ✓ Work with

#### Other Strategic Consulting Firms

- Strategic thinking/analysis by the consultants
- Analysis is the focus
- "Strategic" deliverable focused at executive team
- Work for

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