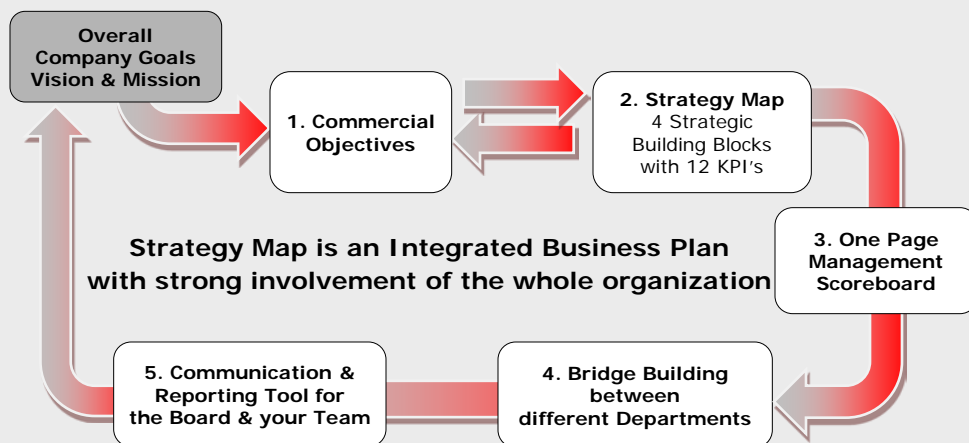


The Strategy Map will give:

- A Clear View of your Commercial Vision
- A Direct Communication Tool, top down and bottom up
- Maximizes your time with your Sales Team and Focus on your Business
- Bridge Building with HR – Marketing – IT - Services



During the seminar we go through the five steps with Real Life Examples and Exercises. At the end of the seminar, you will have your own Strategy Map.

The Five Steps are:

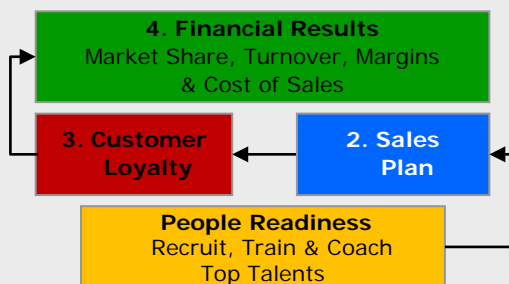
1. Align Overall Goals & Sales Ambitions

Choose your Direction

- Starting Point: International Budgets
- Overall Goals: EBITDA
- Specific Goals on B.U. level: Turnover, Margins & Cost Efficiency, Customer Partnerships & Loyalty, ...

2. Create your Sales Strategy Map

With 4 Strategic Building Blocks & 12 KPI's



- Use the Balanced ScoreCard methodology to construct your Sales Strategy Map & to fine-tune your ambitions.

3. One Page Management Scoreboard

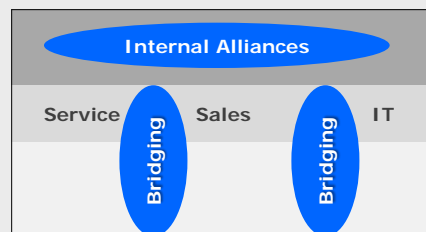
Keep it simple and workable

- Select KPA's that drive the strategy
- Measure each KPA with only 3 KPI's
- Construct a 'Ready To Use Cockpit' with Targets, Strategic Drivers & Progress

4. Bridge Building - Integration

Involve Different Departments, all noses in the same direction

- TEAM: Together Everybody Achieves More



5. Communication & Reporting Tool

to the Board & to your Team

- User-friendly and always up-to-date
- Strong involvement of the MT, the board members ... and your Salesmen