criteriaforsuccess

"My team's not generating any new leads."

"Everyone thinks getting prospects to say they'll think it over is enough."

"Hearing 'no' from a client throws my whole game off."

"The team's not getting referrals to help build our business."

"There's no system. I'm making it up as I go along."

"It takes forever to close a deal."

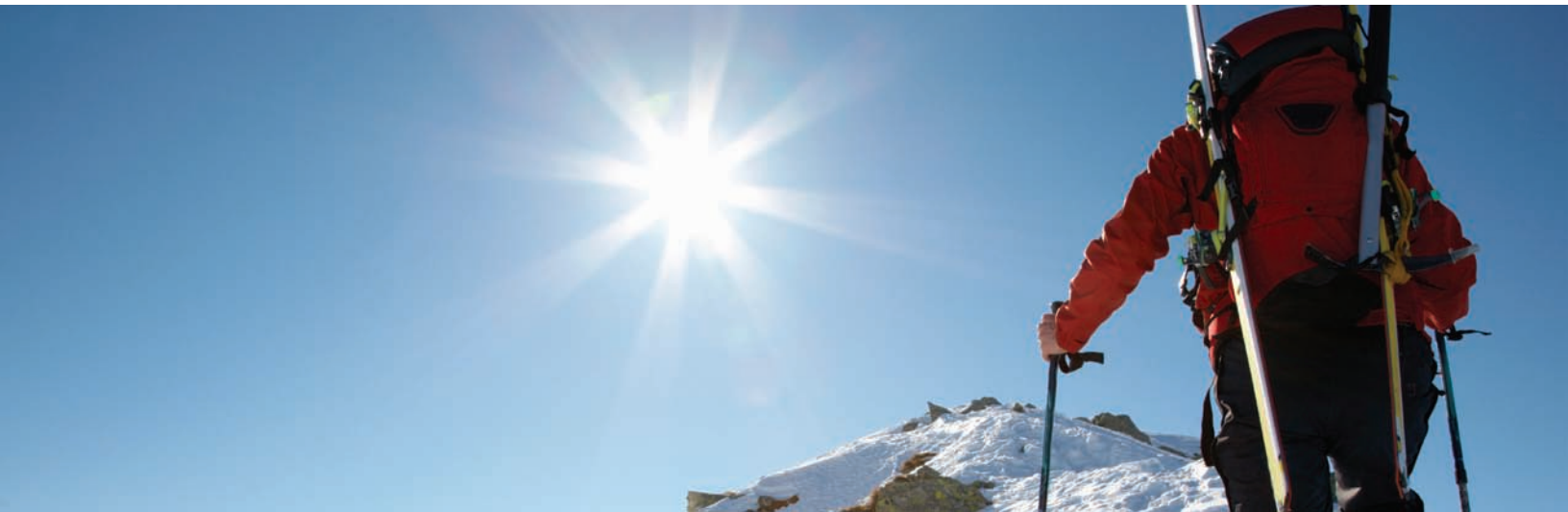
"I'm not sure I'm asking clients the right questions."

"One week we're hot. The next, we're not."

"The team runs around in circles, pursuing the same unlikely prospects over and over."

"My calls are fine until we talk about money."

We've heard these problems and more from sales teams everywhere.



But now we'd like to hear yours.

"Criteria for Success dove into our sales organization headfirst and emerged with a customized plan of action that got us thinking bigger, acting bolder, and selling better than ever."

Robert Levin, Publisher, New York Enterprise Report

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Perhaps they are some of the common ones above.
Or maybe they're unique to you.
In both cases, the way to overcoming them begins with **criteria for success.**

Who We Are

Criteria for Success is a source for selling solutions that unlocks your company's potential. Our unique approach to selling takes both a philosophical and mechanical approach to improving your sales efforts. In other words, we work to change mindsets and procedures to assure optimal success.

But before we start applying our techniques, we immerse ourselves in your sales culture. We make your goals our goals. Your teams our partners. Your challenges our focus. And, as we implement a plan, we make your sales victories our criteria for success.

Our Process

Our success cycle is designed to help you establish the practices for breakthrough sales performance — regardless of changes in markets, technologies, and client needs.

Exploration
We use proprietary diagnostic methods to pinpoint sales trouble spots.

Customization
We create a tailored-to-you program that lays the groundwork for solutions.

Execution
We follow our program, optimizing your methods and unleashing your full potential.

Evaluation
We measure your performance to assess ours.
If you've succeeded, so have we.

Optimization
The path to success doesn't always follow a straight line.
As your markets shift and expand, we help you fine-tune your sales program to stay on track.

Our Services

"With services that work independently and together, Criteria for Success was able to respond to our ever-changing needs. The result: sky-rocketing sales growth."

Brian Weinberger, Director, National Sales, Infinity Info Systems

These are the comprehensive offerings designed to help you close more sales and achieve success.

Strategic Sales Consulting

We examine your sales culture, focusing on the trouble spots you know and finding ones visible only from an outside perspective. Then we create a plan of action.

Implementing Sales Technologies

We design and integrate systems that streamline your process, enhance sales management, and enable your people to do what they do best: sell.

Sales Team Training

We conduct on-site and online customized training that opens up communication, generates solutions, fosters unity, and transforms your team's performance.

One-on-One Coaching

We work in tandem with your team members to provide support and solutions to enhance their techniques.

Our Criteria for Success

"Criteria for Success provided us with concrete ways to sustain our sales momentum, working to improve both our systems and our culture. In particular, they brought a continuous positive outlook to prospecting for new business."

Grant Greenspan, Principal, The Kaufman Organization

True to our name, we do have set criteria for success — your success. We believe that in helping align your sales team with these critical behaviors and processes, we'll put you on the path to achieving consistent sales.

1 Get Fired Up About Selling

As a company. As individuals. As a team. Then rally around the goal of continually increasing your sales from month to month, year to year.

2 Support Your Sellers

Hire the right people. Train them thoroughly in your processes, but support their personal selling styles.

3 Create a Team Culture

United you sell. Divided you fall into competitive camps, resulting in fractured systems. Foster a culture where teams share best practices for the good of the whole company.

4 Establish A System

Streamline the sales process through automation. It simplifies management and frees the sales team to put more energy into client face-time and prospecting.

5 Partner with Prospects

Know your client. Understand their pains. Actively work with them to achieve solutions and bring them the extra value that makes you indispensable.

Are we a fit?

"Criteria for Success jumped right on board with us, following our lead in understanding our issues, and then taking the lead when it came to steering us toward greater success. They truly became a part of our crew."

James R. Kern, Former Executive Managing Director of the Americas, British Telecom

How do you know if we're a good fit for your organization? Hopefully everything you know about us thus far tells you if we are a match for you.

For our part, we need to know one very important thing from you: Is your company actively committed to following through on the program we create together from start to finish?

If the answer is yes, let's go back to the beginning. You can tell us the specific challenges you face and we can determine what needs to happen to help you achieve greater success.