



	Challenge	Root cause	Consequence	Cotoco solution
Sales Acceleration	Cross Selling	<ul style="list-style-type: none"> <li>Lack of confidence to engage on subjects that are unfamiliar</li> </ul>	<ul style="list-style-type: none"> <li>People stick to their comfort zones</li> <li>Opportunities missed</li> <li>Revenue down</li> </ul>	<ul style="list-style-type: none"> <li>Expert approach captured</li> <li>Easy to follow guides demystify solutions</li> <li>Customer facing tools provide support</li> </ul>
	Fast market uptake	<ul style="list-style-type: none"> <li>Complex or new offerings are hard to communicate and understand</li> </ul>	<ul style="list-style-type: none"> <li>Prospects don't understand value, so don't buy</li> <li>Product launches and businesses fail</li> </ul>	<ul style="list-style-type: none"> <li>Focuses on customer care-about</li> <li>Crystal clear value propositions to engage customers</li> </ul>
	Scalability	<ul style="list-style-type: none"> <li>Expertise is not captured and can't easily be passed on</li> </ul>	<ul style="list-style-type: none"> <li>Sales are dependent on a few key individuals</li> <li>Reduced scalability of the business</li> </ul>	<ul style="list-style-type: none"> <li>Expert approach captured</li> <li>Expertise can be scaled quickly and globally</li> <li>Creates permanent asset - expertise secured</li> </ul>
Accelerated Learning	Training doesn't stick	<ul style="list-style-type: none"> <li>People don't remember training lessons and have difficulty applying them in the field</li> </ul>	<ul style="list-style-type: none"> <li>Training has less impact than desired, investment wasted</li> <li>Takes too long to get up to speed</li> </ul>	<ul style="list-style-type: none"> <li>Toolkit provides on-the-job support 24/7</li> <li>Accelerated learning</li> <li>Customised to deliver exactly what's needed</li> </ul>
	High staff turnover	<ul style="list-style-type: none"> <li>Staff/Channel Partners do not become proficient soon enough</li> </ul>	<ul style="list-style-type: none"> <li>They leave or get fired or simply stop selling your products/services</li> <li>High recruitment &amp; induction cost</li> </ul>	<ul style="list-style-type: none"> <li>Quicker more proficient articulation of value</li> <li>Accelerated learning leads to faster sales</li> <li>Create permanent asset</li> </ul>
	Technical staff uncomfortable selling	<ul style="list-style-type: none"> <li>Lack confidence to engage in business development activities</li> <li>'Selling? I didn't sign up for that!'</li> </ul>	<ul style="list-style-type: none"> <li>Opportunities missed</li> <li>Customer needs not met</li> <li>Competition let in</li> </ul>	<ul style="list-style-type: none"> <li>Promotes 'helping the customer' approach</li> <li>Toolkit provides structured support in field</li> <li>Fast learning boosts competence and confidence</li> </ul>
Performance Improvement	Variable performance	<ul style="list-style-type: none"> <li>Average and poor performers do not apply best practice</li> </ul>	<ul style="list-style-type: none"> <li>Poor results</li> <li>Lower market share</li> <li>Leads to increased sales force churn</li> </ul>	<ul style="list-style-type: none"> <li>Captures how your top performers work</li> <li>Spreads best practice quickly and efficiently</li> </ul>
	Information overload	<ul style="list-style-type: none"> <li>Fragmented information sources</li> <li>Enormous corporate intranets</li> <li>Bombarded by irrelevant emails</li> </ul>	<ul style="list-style-type: none"> <li>Too difficult to find relevant material</li> <li>Important information is missed</li> <li>Time wasted creating inconsistent materials</li> </ul>	<ul style="list-style-type: none"> <li>Single place to look</li> <li>Automatically update with best practice</li> <li>Organised precisely for selling</li> </ul>
	High training & support costs	<ul style="list-style-type: none"> <li>Induction takes too long</li> <li>Training takes sales people out of field</li> <li>Pre-sales support is expensive</li> </ul>	<ul style="list-style-type: none"> <li>Not trained enough</li> <li>Not supported enough</li> </ul>	<ul style="list-style-type: none"> <li>Toolkit provides better support in field</li> <li>Reduced time out for training</li> <li>Reduced pre-sales support costs</li> </ul>