

SALES GROWTH SOLUTIONS

Advanced Solutions to Acquire, Retain, and Grow Customers

The
Alexander
Group, Inc.[®]
SALES GROWTH SOLUTIONS

SalesEffectiveness™ Surveys

Let your salesforce tell you what's working.

What sales effectiveness solutions are helping your sales force? What solutions need improvement? Find out from the people that know—your sales force. With the SalesView™ SalesEffectiveness™ Survey you can gather sales force opinions about important investments for over 60 sales support solutions such as marketing support, automation tools, pre-sales support, pricing, supervision, training, and compensation. You can be up and running in under a week, and it takes less than 15 minutes to complete the survey. From your desktop, you can get honest feedback about your sales effectiveness initiatives and see the results in vivid, easy-to-use charts and graphs.

The Alexander Group has more than 15 years of experience working with Fortune 500 companies, asking the right questions of sales personnel to get meaningful and actionable answers. Our field-tested Sales Effectiveness™ Survey provides pre-written questions for understanding how your sales personnel view your sales support programs.

SalesEffectiveness™ Survey Is a SalesView™ Survey

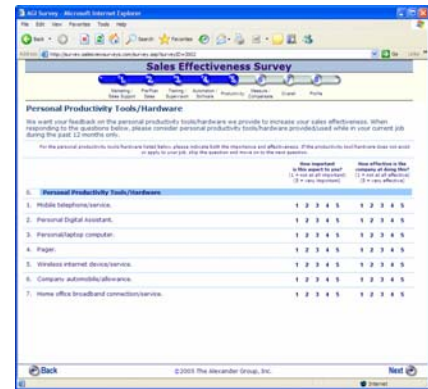
SalesView™ Surveys take the guesswork and hassle out of preparing and administering a survey. Use the SalesView™ Survey Web Reporter to zero in on any question, monitor survey responses real-time, and segment data as it arrives. You can instantly review graphical results of any demographic group and switch among graph types to best reveal the information your data conveys.

Once your results are finalized, our Standard Report produces a hands-free complete Microsoft® Word report for immediate publication to senior management. No other survey program offers better custom options:

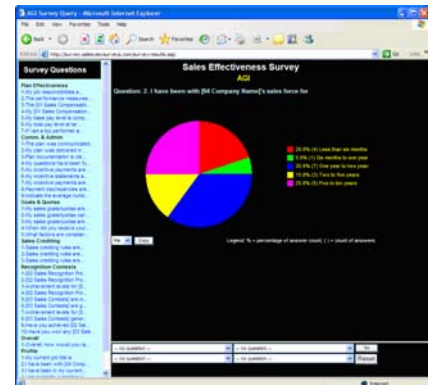
- ▶ Create, copy and paste charts and graphs directly into your presentations or reports.
- ▶ Produce beautifully formatted instant documents that can be edited and customized for your exact purpose.
- ▶ The system needs no special hardware or software—just a PC and an Internet connection. Get results fast—even with participants located around the world!
- ▶ Proven Sales Effectiveness questions are pre-written. Optional survey questions can be added with ease.
- ▶ Real-time validation helps users correctly complete questions, ensuring responses are within expected ranges and questions are answered as desired.

Want to Learn More?

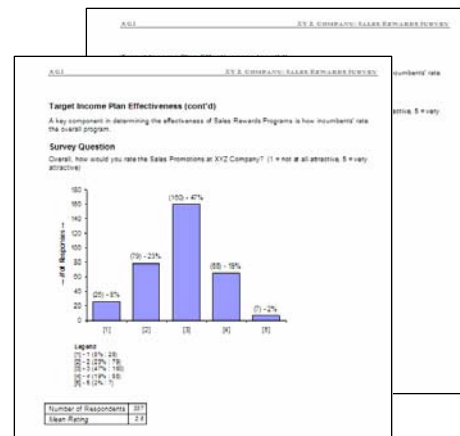
To see the survey and get pricing information, schedule a 15 minute web-demo of the SalesEffectiveness™ Survey by calling us at 800-845-5116, ext.2510.



Your online survey is fast, easy and convenient for respondents. You get instant results.



Drill down into the results, with powerful analysis of your selected demographic subsets.



Get hard-copy blank surveys or detailed reports.

Flexible System Features

SalesView™ Surveys provide the most advanced and flexible features in survey design and administration:

- ▶ Monitor participation real-time.
- ▶ Preview responses in real-time as surveys are completed.
- ▶ Choose any participant category for analysis of data subsets.
- ▶ Use pie charts and bar graphs to gain instant understanding of numeric results.
- ▶ Use the copy function to paste results into presentations or documents.
- ▶ Ease final reporting with full integration with Microsoft® Word.
- ▶ Print hard-copy surveys for discussion documents.
- ▶ Analyze, display, or configure results from any location with an Internet connection—great for executive presentations.

Specifications

- ▶ 4 simultaneous demographic breakouts
- ▶ 4 graph types
- ▶ Internet Explorer 4.0 or higher or Netscape 4.75 or higher for respondents to take a survey
- ▶ Internet Explorer 5.0 or higher for survey reporting
- ▶ Microsoft® Word 97, 2000 or XP for hard-copy surveys or hard-copy survey reports

SalesView™ Survey: An Information Service, *Not* a Software Package

No software is purchased or installed on your systems. Your Internet browser is your gateway to hassle-free survey results!

Get Started Today!

Your first survey could be completed before the end of this business week. To get started with instant access to the SalesView™ Survey system, contact us via phone or email:

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About The Alexander Group, Inc.®

The Alexander Group delivers sales growth solutions. Our focus is on helping clients achieve their revenue and profit goals by designing and implementing world-class sales coverage strategies and programs.

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