The ASG Problem Centric™ OS

The PIC™
Problem Identification Chart

Product Market Fit

Problem Centricity

Training
- Role Play (Rep Practice)
- ICP Buyer Input Data Training
- Product Training
- Gap Prospecting
- Gap Selling
- Gap Customer Care
- Sales Management Leadership

Skills Layer

Improvement loop

BID™ Information
Buyer Input Data

Execution & Reinforcement
- Video Reviews Rep Assessment
- Deal Management
- Coaching & Feedback

Opportunity Layer

Improvement loop

BID™ Information
Buyer Input Data

Validation
- Buyer Confidence Model™

Forecast Layer

Outputs

Process and Tools
- Hiring Process
- On Boarding Process
- LMS
- Certification Process
- AI Role Play Tool

Process and Tools
- Gong/Video Review
- Noted Analytics CRM Deal Review Tool
- Deal Quality Assessment
- Coaching Framework
- Sales Qualification Framework
- Deal Quality Criteria
- Deal Scoring
- Support Tools
- Noted Analytics CRM Deal Review Tool
- Rep Assessment Criteria
- Rep Assessment Tool/Process
- Rep KPI Score Cards

Process and Tools
- Forecasting Criteria
- Forecasting Accuracy Tools (Clari, Noted Analytics, etc)
- Forecasting Accuracy Goals
- Historical Forecasting Tool
- Selling Method Adherence Process

Outputs:
- Shorter Sales Cycles
- Increased Revenue
- Lower CAC (Customer Acquisition Costs)
- Enablement that actually moves revenue
- Improved Win Rates
- Increased Contract Values
- Improved Forecasting Accuracy Confidence
- Data Driven Forecasts
- Predictable Scalable Growth

Problem Centricity