3S Maturity Model Architecture

PROFIT

3s Foundations

Opportunity Exists and Converts Into Quote/Proposal at "Some" Level

There is demand for the product or service in the marketplace

The product or service is visible and credible

There is an established sales process which is documented

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Customer Needs & Concerns Solved Reactively By "Someone" In The Organization

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There is a known path of escalation for customers when issues arise

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Foundational Score   3.783

3S Stability

Dedicated Selling Organization/Roles

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A commissionable plan is designed and utilized to drive top-of-market talent into and remaining with the organization

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Deliberate Focus on Account Servicing

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The customer has a clearly defined owner on their end for commercial and end user matters
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Some System Exists For Cust Service

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CSAT or NPS scoring is completed at least annually to gauge satisfaction levels with the product or service
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Stablility Score	3.190

3s Team Established - Crossing the Chasm From Generalist To Specialists

Dedicated sales professional(s) are allocated to new business 85% of their bandwidth or greater	5
	1
	1

Team Score	2.333

Growing

Selling Team At Velocity Needed

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The sales team understands the four components of personal selling velocity and self-manages their performance to quota
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Existing Business Reaches Net Negative Churn

There is growth $/% from the current business driven by current customers versus prior financial comparison period
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Support is Segmented, Appropriate, Visible

Dedicated models are determined on the basis of variety of customer outcomes, not simply from what staff is available to cover

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Growth Score	2.267

Scalable

Selling Program Clones High Value Customers

There has been an analysis done of objective data points to identify ideal customer profile, and effort deployed to target market

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New Markets Identified While Base Expands

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Customer Outcomes Documented

The dedicated success professionals or organization can articulate top deliverables customer expects from product/service and reviews

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Driving Health Program With Customer as Partner

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Capacity Model Validated

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Customer Effort Data Confirms Strategy

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Scalability Score	0.333

3S Total Maturity Model Index	2.689