

# Kassner Keen Methodology

We take our highly developed, practicable sales process and implement a customized version of it within your business, with a focus on high-performance and sustainable growth.

Below is what the process typically looks like to further drive success for your organization when you work with a keen professional.



## 1 Initial Meeting

We first discuss your needs, culture, and to better understand company-wide and individual motivators to determine which services will unlock the greatest potential and how to best collaborate.



## 2 Performance Analysis

Then, we review and assess the current organization structure, financials, and business development and operation team dynamics to better ensure durable and sustainable growth.



## 3 Benchmark

Creation of S.M.A.R.T (specific, measurable, achievable, relevant, time-bound) Goals and KPI's to compare current systems with those proven within Fortune 500 companies



## 4 Implementation

Implementation of customized, highly developed, and practicable processes that highlight individual and company strengths to sustainably achieve desired results through cultural enhancement.



## 5 Technology Boost

Technology identified, implemented, and leveraged after a thorough understanding of all options needs and wants to boost productivity while guarding bottom-line.



## 6 Lead Generation

Collaboration with marketing and sales teams to maximize and manage the inflow of new business funnel activity with the structure required to enable repeatability.



## 7 Manage

Ongoing coaching, mentoring, and training to maintain accountability and a sense of competitive urgency to evolve with an ever-changing market and retain competitive advantages.



## 8 Growth

Elevate yourself to work on your business rather than in your business. Watch from 30,000 feet as your gross sales and profit skyrocket to heights previously thought untouchable!