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**Joseph Blayne**  
CEO  
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Dear Joseph,

Profiles International is delighted to have the opportunity to respond to your requirement for a solution that will dramatically increase your sales volume over as short a period as possible.

The accompanying proposal provides an extremely comprehensive response to all of the requirements outlined by the ClientCo team in over discussion over the last several weeks.

Until we meet on Wednesday and I present the main points of the proposal to you in person, here is a quick overview of the proposal's content:

#### **CLIENTCO'S CHALLENGE**

ClientCo's sales team has 45 sales professionals – all hired for a specific combination of education, skills and experience that they share in common, and which should assure that all are highly successful in their positions. However, sales performance across this team varies widely – from the highest performers who deliver a performance against quota of as much as 139% (the top ten range from 111% to 139% with an average performance of 125%), to the lower performers who deliver as little as 82% against quota (the bottom seven range from 82% to 99% with an average performance of just 92%). It is this gap of 57% between the highest and lowest performers that rightly concerns ClientCo.

ClientCo has the potential to increase their sales output by a factor of several hundred percent - if they can determine what it is that makes their top performers so much more productive than their average and bottom performers, and if they can use that information to raise the performance of every member of their sales team to the level of their top performers.

#### **PROFILES SOLUTION**

As discussed, Profile will establish a customized Online Assessment Centre (Profiles on the Web) to enable ClientCo to comprehensively assess their sales team. Using the ProfileXT we will assess your entire team and use our unique 'success pattern' technology to identify the

particular combination of attributes that make your top performing sales people so successful. By analyzing the Top Performers we will identify the particular combination of learning abilities, behavioral/personality characteristics and work interests/ motivations that makes these people capable of performance at such a higher level than their peers.

As you saw, the proposed 'Profiles on the Web' (POTW) system provides a wide range of 'plain English' reports that will allow you and your managers to manage every people decision you ever have to make – but will most particularly help you to:

- Identify candidates with the same unique combination of success characteristics as your current top performers
- Provide detailed information to sales management on precisely what combination of coaching, training and management is required to raise the game of each of your average or below average performers to the performance level of your top people.
- Use the success pattern and candidate information you build on your POTW system to more effectively manage succession and career planning activities

#### **BENEFITS OF THE PROPOSED SOLUTION**

1. Exceptional Return on Investment.
2. Extremely low entry costs.
3. 'Pay as you use' model.
4. Proven track record with similar organizations.
5. Fast implementation – no special training or certification required.
6. Countrywide support.
7. Inexpensive to take nationwide – and global.

All at Profiles International are completely committed to dramatically increasing the sales results in ClientCo by several hundred percent in a matter of a few months.

Assuming ClientCo make a decision to proceed with implementation by May 11th the solution can be fully implemented by July 1st, with the first concrete results ready to report well in advance of the ClientCo Annual Conference planned for Q4.

Many thanks for the opportunity to work with you on what we are certain will be a conspicuously successful partnership.

Sincerely,



**Deiric McCann**