

# KIMA Facet Framework<sup>SM</sup>

(Factors Assessed Comprehensively Every Time)

## Marketing

- Customer needs /segmentation
- Promotion & Communication
- Direct marketing
- Competitor information
- Pricing
- Distribution / Channel mgmt
- Product / Inventory mgmt
- Sales support

## Sales

- Sales management / coaching
- Sales structure / deployment
- Territory sizing / management
- Hiring / recruiting / training
- Compensation
- Motivation
- Reporting / performance metrics
- Sale cycle and process



## Data

- Customer needs & satisfaction
- Employee needs, morale, ideas for growth
- Customer and product profitability
- Sale force performance ranking

## Operations & Support

- Plant operations
- Packaging
- Delivery
- Quality
- Credit / Financing
- Returns / Claims
- Customer service