

**STS-KEMET**  
**SPS** Sales Process Services

- Do we have a standardized sales methodology?
- Do we know the buying process of our key customers?
- Is the standardized sales methodology based on how our buyers make purchase decisions?
- Is our sales cycle length the same, shorter or longer than our competitors?
- Is our win rate the same, lower, or higher than our competitors?
- Is our average deal size the same, lower or higher than our competitors?
- What resources does the sales team need when executing the sales process?
- How are we going to get the sales team to adopt the sales process?
- How are we going to make the sales process easy to execute with technology?
- How are we going to track metrics that indicate success and/or failure of the sales process?