

**Xtatio®**

*Transforming sales through  
personalized feedback*

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## OUR MISSION



### DEVELOP PEOPLE

We enable real-time feedback from peers and customers to generate actionable insights and provide trainings to develop in your role



### BOOST CUSTOMER SATISFACTION

We help you to better understand customers and their needs, and provide actionable insights to improve overall customer satisfaction



### INCREASE SALES

We provide sales-specific feedback along the sales stages and sales competencies to be specific and actionable, enabling you to drive more sales

“TRANSFORMING  
SALES THROUGH  
PERSONALIZED  
FEEDBACK FROM  
PEERS AND  
CUSTOMERS”

## BACKGROUND

Companies and their sales divisions commonly struggle with...



<sup>1</sup> Number depends by country and local labor laws; range in US between 20% (CSO insight) and 34% (Bridge Group)  
Source: Bridge Group, CSO Insight, Harvard Business Review , CEB

# ABOUT XTATIO – AN APP-BASED TOOL FOR SALES PEOPLE

Xtatio is the only experience and performance tool focused on improving both the employee and customer experience while boosting the performance of sales organizations.

## WHAT

Transform how sales professionals engage and respond to customers, and how entire sales divisions perform

## WHY

Boost the customer experience and overall sales performance.

## HOW

SAAS solution with a fixed initial cost and an annual per user license fee



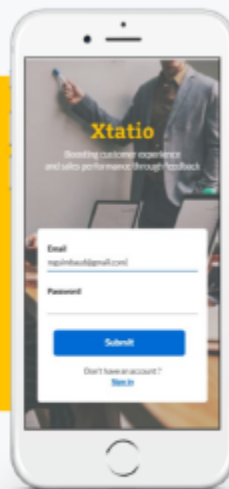
### PERSONALIZED

Built by and for sales people to help sales individuals improve their experience and boost their performance



### SALES SPECIFIC

Sales stages + 20 sales competencies + >60 questions are computed in an algorithm to provide actionable insights



### 360

Contains self, peer, and customer views to provide a comprehensive feedback perspective



### EASY TO USE

Simple and easy to access the most important features and for customers to respond to feedback in real-time

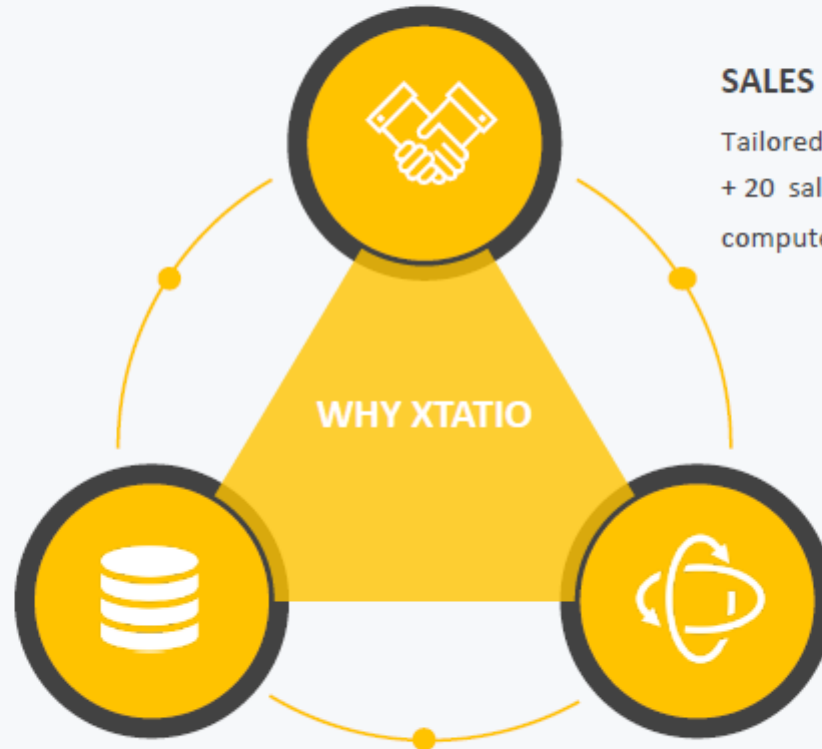


### MANAGEMENT DASHBOARD

# XTATIO IS SALES SPECIFIC AND ACTIONABLE

## INSIGHTS TO DRIVE ACTION

Our tools are specific and granular enough to provide sales people with actionable feedback they can implement immediately



### SALES SPECIFIC

Tailored towards the sales individual: Sales stages + 20 sales competencies + >100 questions are computed in an algorithm

### PROPRIETARY DATABASE

Extensive database to provide accurate benchmarks and insights to users

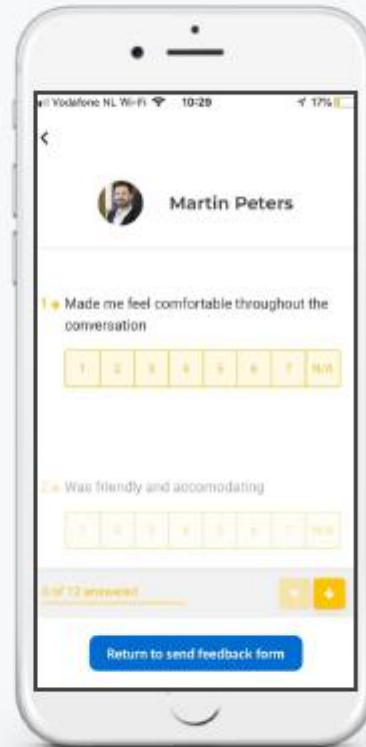
### 360

Contains self, peer, and customer views to provide a comprehensive perspective

# WHAT OUR PRODUCT OFFERS

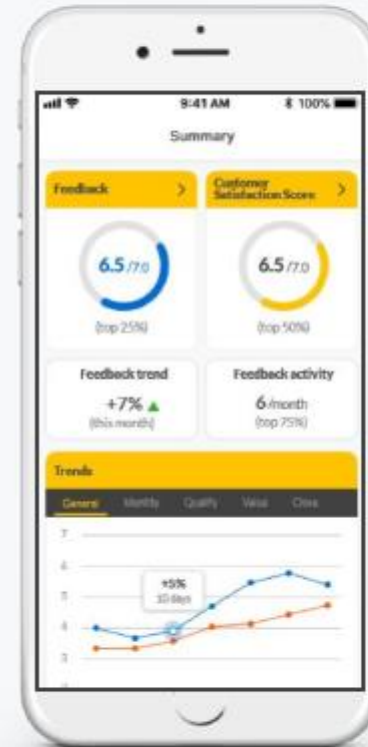
Continuous  
real-time  
feedback tool  
specific to the  
sales  
individual

## ASK



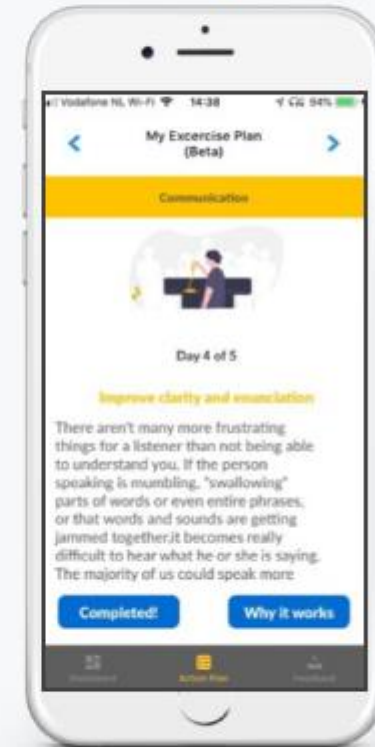
Gather customer and peer  
feedback on the spot

## Understand



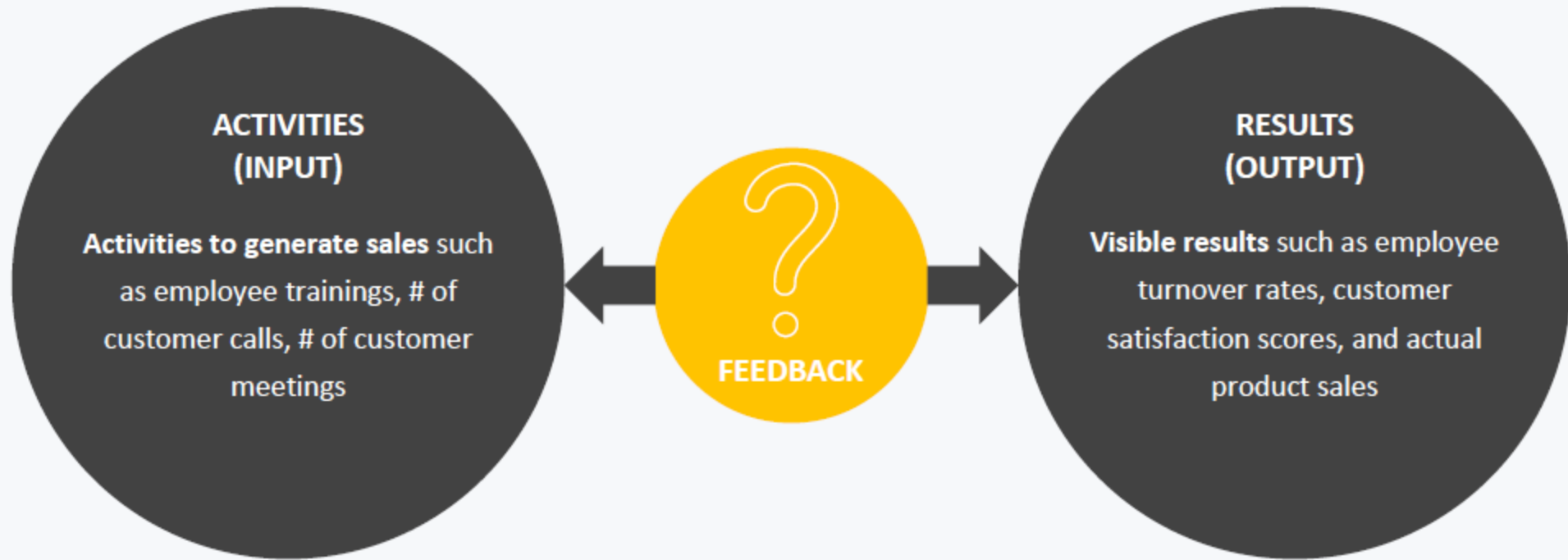
Receive personalized  
dashboard w/insights

## Track & Improve



Monitor results and  
take action

# FEEDBACK IS THE MISSING LINK



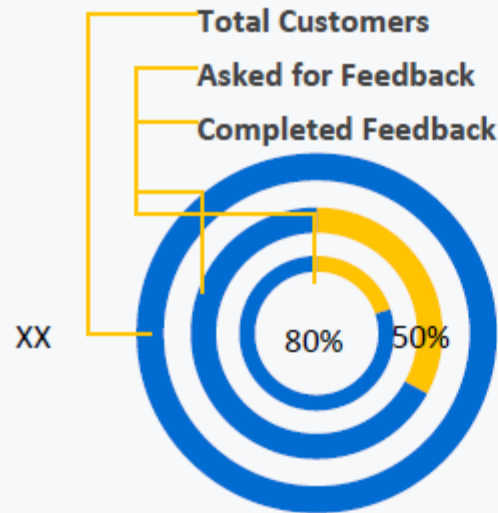
**HOW CAN YOU OPTIMIZE YOUR ACTIVITIES AND IMPROVE YOUR SALES RESULTS, IF YOU DON'T ACTIVELY COLLECT FEEDBACK?**

# MANAGEMENT DASHBOARD (1/3): OVERVIEW

Example only; dummy data (all scores are on a 1 to 7 Likert scale)

**Summary:** Analysis will be presented here

**This analysis can be customized and expanded to match those of your organization**



**COMPETENCIES**

**STRENGTHS**

- Active listening (3.5/7.0)
- Objection handling (3.7/7.0)

**DEVELOPMENTS**

- Product knowledge (6.8/7.0)
- Problem solving (6.6/7.0)

**SALES STAGES**

1 – IDENTIFY	5.8/7.0 (80PTS/2100)
2 – QUALIFY	4.5/7.0 (58PTS/2100)
3 – VALUE	6.2/7.0 (87PTS/2100)
4 – CLOSE	5.8/7.0 (80PTS/2100)

**COMMENTS FROM CUSTOMERS**

- ...
- ...
- ...

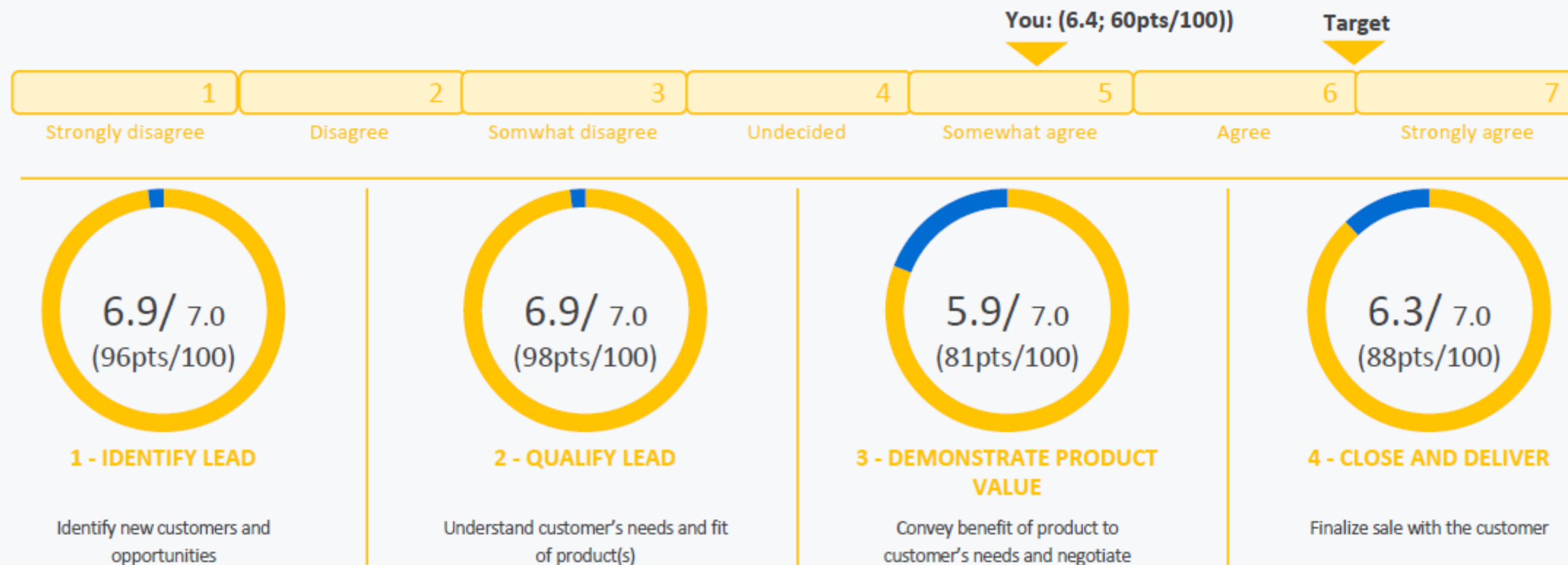


# MANAGEMENT DASHBOARD (2/3): SALES STAGES

Example only; dummy data (all scores are on a 1 to 7 Likert scale)

**Summary:** Analysis will be presented here

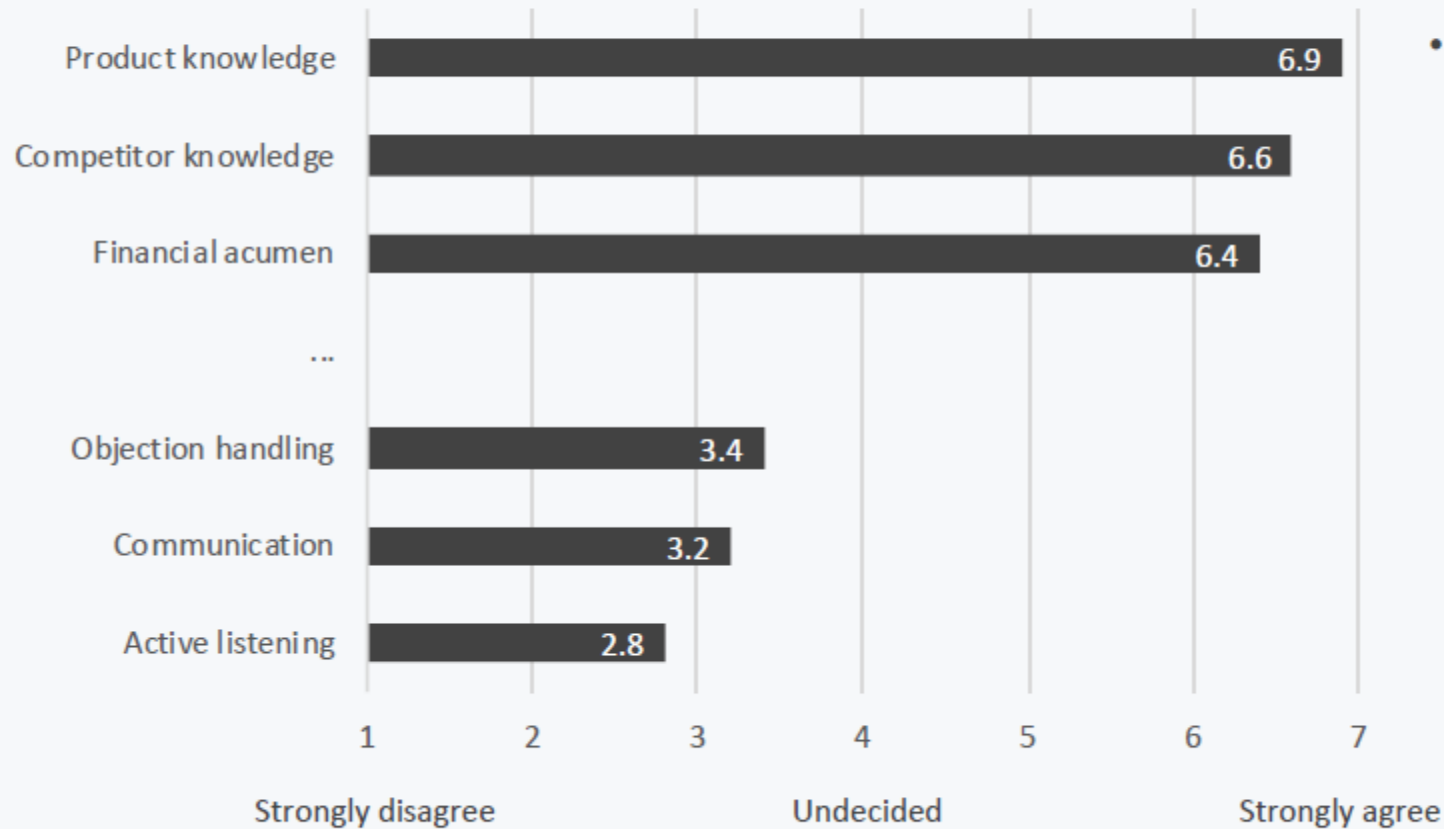
**These stages can be customized and expanded to match those of your organization**



# MANAGEMENT DASHBOARD (3/3): SALES COMPETENCIES

Example only; dummy data (all scores are on a 1 to 7 Likert scale)

## Sales competencies



- Analysis and quotes from users

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# Xtatio®

*TRANSFORMING SALES THROUGH PERSONALIZED FEEDBACK*

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CONTACT US

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