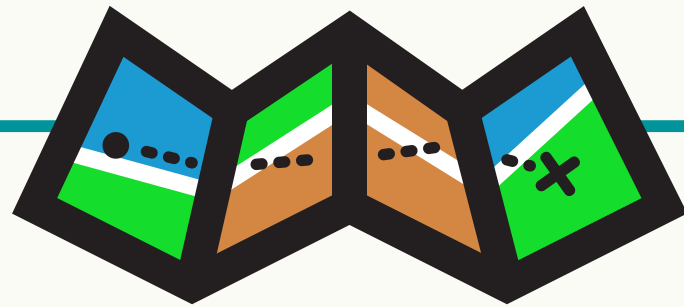


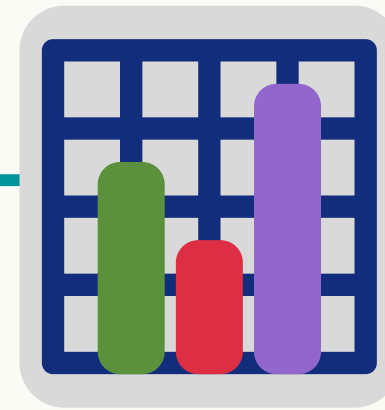
# Sales Force Effectiveness

Why is it important?



**1**

Understand the  
changing market  
landscape



**2**

Identify the barriers  
to performance



**3**

Build long term  
and valuable  
relationships

**SPEAK TO AN EXPERT**