

*For immediate release: Jan 02*

# PRESS NEWS

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## Performative Shakes Up The Sales Performance Market

Performative, the business performance improvement company is shaking up the sales performance market with a new approach to resolving sales and marketing issues.

Phil Shipperlee, Performative's CEO says: "We created Performative because we recognised that the traditional approach to resolving issues was failing both the individual sales people as well as their companies. Our approach is to provide our customers with sustainable and measurable improvements, not short-term fixes.

"Many companies use combinations of hiring and firing, training and development, sales compensation initiatives or sales consultants to help with performance issues. This approach either fails or only produces short-term effects. We re-use what is already working well, help to improve areas that need attention and only make changes where there are gaps."

Performative's approach is to assess the current go-to-market model and identify the root cause of any issue in the overall operation. A plan for improvement is then developed, building upon areas of the customer's current model. The aim is to help empower the selling operation to continuously improve performance levels.

Unlike most traditional approaches to resolving issues in sales and marketing, Performative endorse a holistic focus on the whole sales operation which includes individuals within the sales teams. Performance improvement programmes combine proven methodologies with productivity tools, information and education products and services to deliver a new solution to customers. The objective is to provide the customer with a complete and fully integrated end-to-end solution.

For further information please contact Nicola Hunt at NHPR on 020 74909310 or John Bancroft at Performative on 01494 582084

### *Notes to the editor*

Performative is a privately funded, UK based company, with a global reach. Founded in 2001, the company has already developed a solid customer base in the UK as well as delivering projects overseas. Typical Performative customers are IT, Telecoms and Office Equipment companies who want a lasting solution to recurring performance issues.