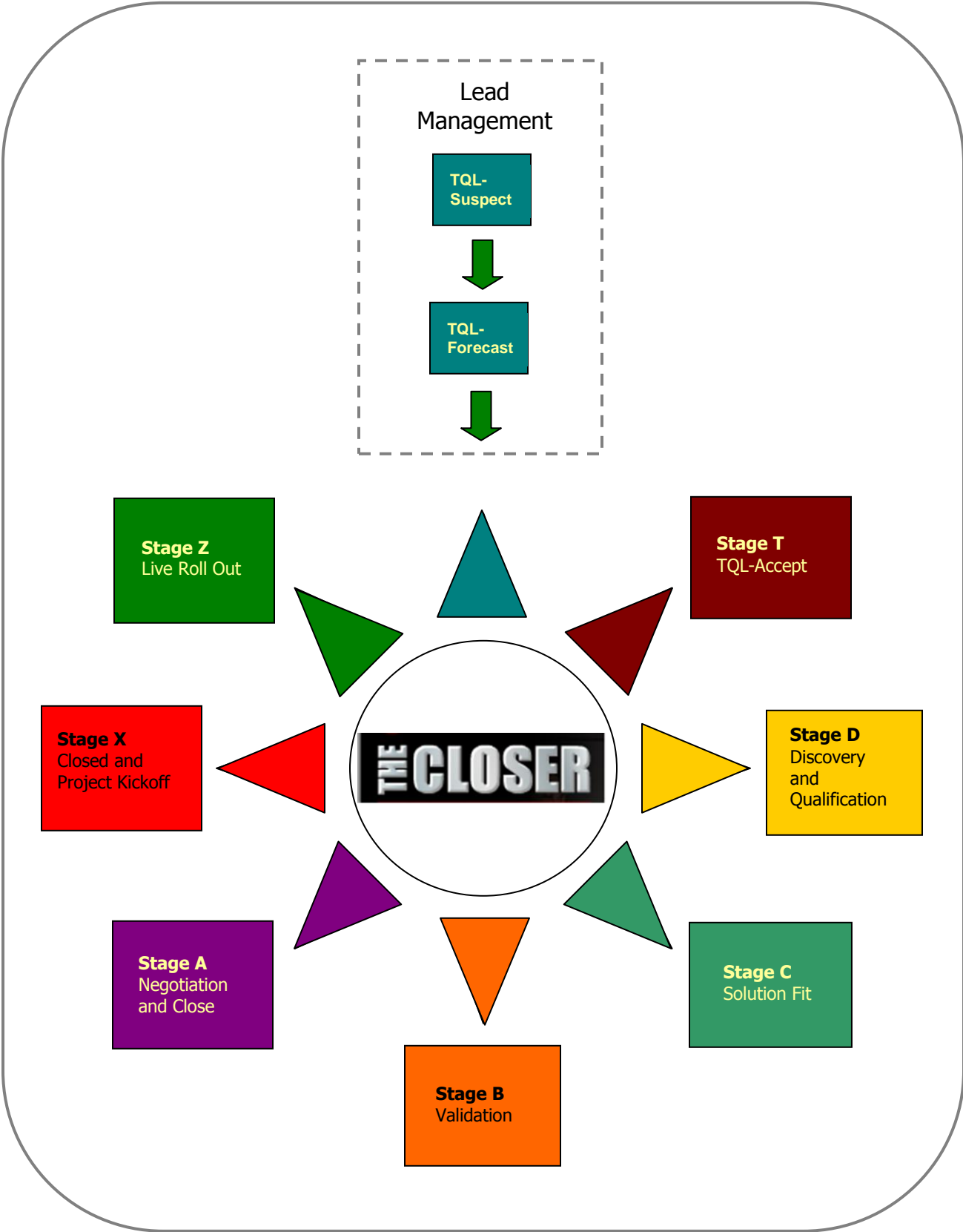


Our Sales Process



Our Sales Process

Stage TQL-Suspect

1. Verify that lead is > \$\$M
2. Articulate suspect's current pain
3. Articulate business drivers
4. Is our solution appropriate
5. Timeframe for pain resolution
6. Will they pay to solve problem
7. Verify contacts
8. Understand who cares about pain

Stage TQL-Forecast

1. Secured acceptance call w/sales rep

Stage T – TQL Accept

1. Qualification call with SDR
2. Confirmed TQL criteria
3. Set D&Q process
4. Secured D&Q meeting
5. Accepted TQL

Stage D – Discovery and Qualification

1. Pulled annual report
2. Read CEO letter in annual report
3. Identified CXO level initiative
4. Positioned our solution
5. Linked CXO message w/solution
6. Identified threats and competition
7. Identified fox and coach
8. Identified business owners
9. Identified compelling event
10. Sell C2C meetings
11. Tested Ts&Cs – sent boilerplate
12. Agreed on evaluation process
13. Understand procurement process
14. Set up solution fit session

Stage C – Solution Fit

1. Set solution fit process
2. Determined POC requirements
3. Positioned against competition
4. Socialized the solution
5. Built business and IT relationships
6. Demoed to business
7. Demoed to IT
8. Determined why now, why our solution
9. Customer articulates why now. why us
10. Set up statement of work session

Stage B – Validation (POC)

1. Completed SOW session
2. Demoed to power, confirmed fit
3. Validated signatory availability
4. Validated procurement process, budget
5. Reconfirmed timeline, compelling event
6. Triangulate info w/multiple contacts
7. Meeting date for C2C reconnection
8. Provided references
9. Submitted Proposal and SOW

Stage A – Negotiation and Close

1. Met with procurement
2. Understand procurement requirements
3. Triangulated progress w/fox and coach
4. Strategized to maintain deal value
5. Executed contract

Stage X– Closed and Project Kickoff

1. Send Close Pak to corporate
2. Introduced customer support
3. Introduced deployment team
4. Set up weekly status calls
5. Set up executive session
6. Positioned radiate strategy next step
7. Positioned enterprise footprint
8. Hand off to PSO

Stage Z – Live Roll out

1. Cultivated references and PR
2. Continued to work powerbase
3. Positioned future products
4. Identified new initiatives
5. Weekly status complete
6. Executive meeting – socializing our company

Stage L – Lost

Stage R –Turn back