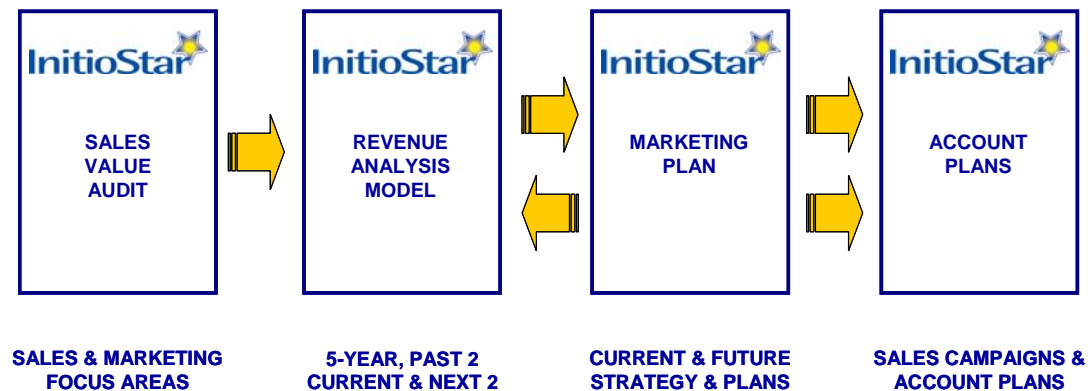


Improve the Sales process from concept to commercial reality and throughout the product life cycle

Sales Improvement Process



SALES VALUE AUDIT

The purpose of the SVA is to provide a checklist of subjects that should be covered in order to identify focus areas for improvement. It addresses a company's products and services, in terms of features, advantages, benefits, product strategy and technology. It seeks to identify the Unique Value Proposition and establish brand values and attributes.

REVENUE ANALYSIS MODEL

This is a simple and effective way of distinguishing between one-time revenues and recurring revenues both in terms of licences, support fees, implementation services, third party revenues and other services. It is designed to provide an overall snapshot of income and growth rates and to provide an indicative forecast of future revenues.

MARKETING PLAN

This sets out to cover a company's business goals, the financial plan, products and services, markets and strategy, sales strategy and plans and to provide a 'sanity checklist'. Refining the Marketing Plan is an iterative process in conjunction with 'sanity checking' the Revenue Analysis Model – one must reflect the other to be realistic.

ACCOUNT PLANS

The Marketing Plan will have identified key customers and prospects and Account Plans are intended to ensure that as far as possible the intentions expressed in the Marketing Plan are executed, business won, and revenues achieved.