

METHODOLOGY AND SALES TOOLS

SALES IMPROVEMENT PROCESS

Sales Improvement Process is a methodology designed to cover the entire process from concept to commercial reality, at all points throughout the product life cycle and sales process.

SOFTWARE 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.

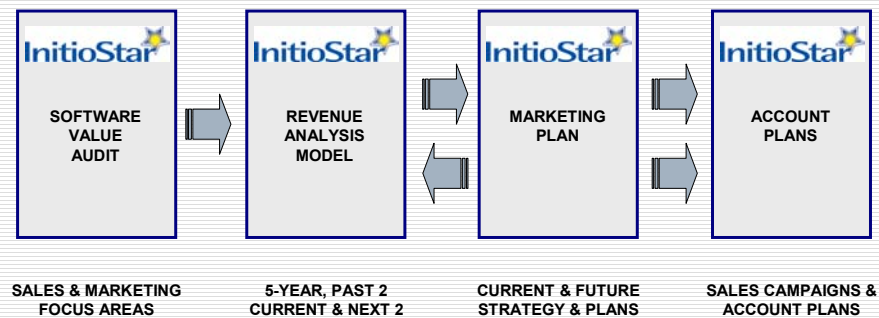
MARKETING PLAN

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.

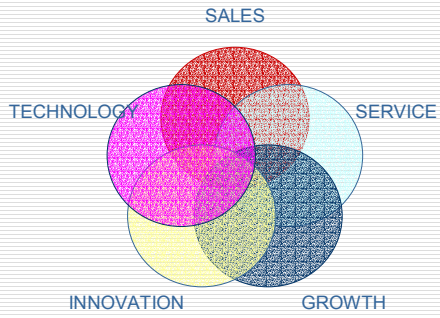

Sales Improvement Process



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STAR ACTIVE MANAGEMENT

Star Active Management is an approach and business model that considers five key elements that determine the success of a company's Marketing Plan.

<p>INNOVATION Being unique in a competitive arena is a key factor on success. Creativity in approach and content help determine Unique Selling Points (USPs). Going one step further and encapsulating this differentiation in a <u>Unique Value Proposition</u> is the foundation of a company's sales messages and brand values.</p> <p>TECHNOLOGY Base technology is a major influence on product success. Adherence to current industry standards and a migration path to emerging standards will help continued product success. Making the right and most appropriate choice for the application is essential.</p> <p>SALES Wining business consistently means using the most appropriate sales model and mix of direct and indirect sales, distribution, alliances and partnerships. Success comes from being 'best in class' and constant team improvement with clear, concise and measurable objectives.</p> <p>SERVICE The customer comes first. Quality service delivery is paramount. Get this right and business relationships grow and prosper. The customer becomes a reference asset and wining new business becomes easier.</p> <p>GROWTH Success leads to success and growth follows a path of continual improvement. Reassessment and refinement of the Marketing Plan is a continual process requiring close examination and openness.</p>	<div style="text-align: left;"> <h2 style="color: #0056b3;">Star Active Management</h2> <hr style="border: 2px solid #0056b3;"/>  <div style="border: 1px solid #0056b3; padding: 5px; margin: 10px auto; width: 80%;"> <ul style="list-style-type: none"> ■ INNOVATION Being Creative in Approach and Content ■ TECHNOLOGY Making the Right Choice and Standards ■ SALES Building a Successful Sales Model ■ SERVICE Best Service Delivery and Management ■ GROWTH Winning & Continual Improvement </div> <p>RETURN ON INVESTMENT Employees, Stakeholders and Customers</p> <hr style="border: 1px solid #0056b3;"/>  </div>
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RETURN ON INVESTMENT

Star Active Management is an approach that seeks to drive a return on the investment in Sales & Marketing that can be measured by revenue, profit, growth rates, and other measures such as conversion rates, sales pipeline improvements and margins.