

ROI Selling

Overview

ROI Selling is about building and using compelling economic value estimation models to help generate more new sales of your products and services and to improve relationships and revenue opportunities with your existing customers. The ability to present compelling ROI data to back-up your value proposition in the sales process is becoming "table-stakes" in business-to-business selling – you need financial sales tools to be in the game. Like many other disciplines, the key to successful ROI Selling lies in doing a better job than your competition. Our experts work with you to build a high quality, credible, objective Business Case.

Increase revenue from increased appointments and

Cash Flow Analysis

This cash flow analysis includes the opportunity to reduce the return based on a "Risk" factor. This factor will reduce the delivery of value by the amount (percentage) entered.

Salespeople are not likely to consistently implement a particular selling strategy or tactic, regardless of the salesperson's ability, unless it is part of an overall behavioral plan. And, they are not likely to implement a plan unless it is supported by an appropriate attitude and outlook. Sandler Training addresses all three areas necessary for success: salesperson, sales process, and sales environment.

Note: The risk factor reduces the value delivered (return) each year reducing the amount of risk to return

| | Risk Factor: | | | Year Four | Year Five | Year Six | Year Seven | Summary |
|--|--------------|-----|-----|-------------|--------------|--------------|--------------|---------------|
| | 80% | 30% | 20% | | | | | |
| Total number of sales professionals on staff: | 389 | 389 | 389 | \$0 | (\$725,000) | (\$725,000) | (\$725,000) | (\$8,250,000) |
| Enter the average number of appointments per salesperson: | 389 | 389 | 389 | \$6,093,488 | \$6,564,096 | \$7,076,104 | \$7,685,212 | \$36,714,067 |
| Calculated total number of appointments per year: | 389 | 389 | 389 | \$5,368,488 | \$5,839,096 | \$6,351,104 | \$8,410,212 | |
| Enter the average value per new customer opportunity: | 167 | 167 | 167 | \$9,313,655 | \$15,152,751 | \$21,503,855 | \$29,914,067 | \$29,914,067 |
| Calculated annual new business revenue per salesperson: | | | | | | | | |
| Enter the increase in number of appointments: | | | | | | | | |
| Calculated number of "new" appointments per salesperson: | | | | | | | | |
| Calculated number of additional new business appointments per salesperson: | | | | | | | | |

Three Year Cost Reduction Analysis

| | Current Year | Year Two | Year Three |
|---|------------------|------------------|------------------|
| Current Cost: | \$173,077 | \$272,596 | \$445,240 |
| Value Delivered: | \$103,846 | \$179,913 | \$323,245 |
| Current Cost: | \$53,500 | \$56,175 | \$58,984 |
| Value Delivered: | \$37,450 | \$43,255 | \$49,959 |
| Current Cost: | \$0 | \$0 | \$0 |
| Value Delivered: | \$0 | \$0 | \$0 |
| Total cost reduction savings over three year period: | \$141,296 | \$223,168 | \$373,204 |
| Risk Adjusted: | \$0 | \$0 | \$0 |

Cash Flow Analysis

3-Year Cost Trend

Status Quo Cost vs. Revised Cost

The ROI Selling program consists of an interactive workshop, (Value Inventory), Pre-call planning worksheets, Pain Discovery Questionnaire, Value Estimation reports, Financial Dashboard, 360 Degree ROI tools, Risk Assessment Program, Total Cost of Ownership (TCO) and Business Case Report complete with a customized C-Suite Metric analysis tool to help you build a compelling story and Business Case Proposal. ROI Selling is designed to enhance your existing sales methodology, in addition to your sales force automation tools. A two-way feedback loop is established to maximize synergy with your marketing programs. We help your sales team be more effective at every stage of the sales process with credible and objective results.

