

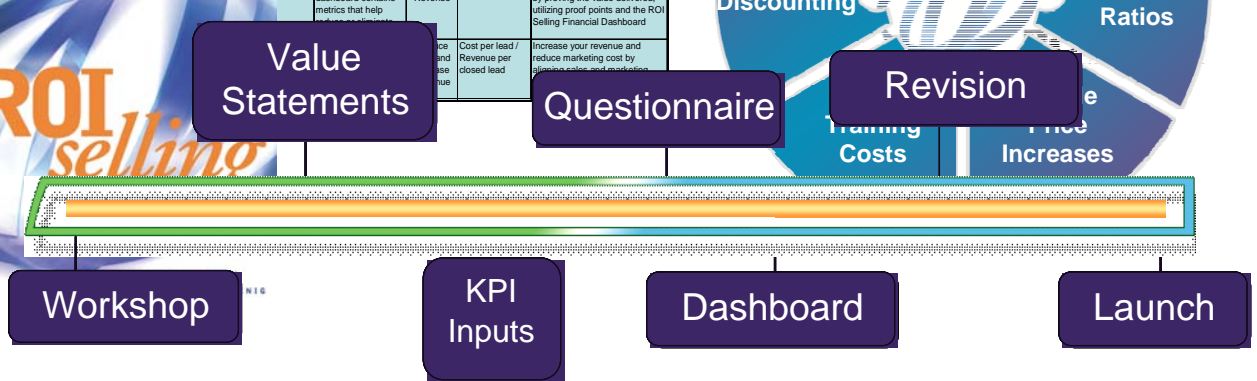
ROI Selling

Professional Services

Success of any sales tool begins with the implementation process. ROI Selling is a complete set of sales tools designed to enhance most sales methodologies. We provide consulting services, on-site classroom training, internet based training, customer surveys, one-on-one training, annual maintenance, and make available books and materials for you to take a train the trainer approach. Regardless of how you decide to train your team, we are here to make that approach the most successful.

- R.O.I. Selling Value Matrix sample -

Why Buy	Business Issue	Desired Outcome	Stakeholder	Solution / Feature	Category	Value Metric	Value Statement
We want to improve the efficiency in our sales force	because cost of sale continues to rise	We want to reduce the time to revenue and shorten the sales cycle	VP Sales	ROI Questionnaire provides direction, Dashboard reduces sales cycle	Reduce Cost	Ongoing cost of sale	Reduce the on-going cost of sale by shortening the sales cycle
We need faster			Sales, VP Training	ROI Questionnaire provides direction and reduces product training time	Reduce Cost	Cost per new hire to train	Reduce sales training costs with reduced time to productivity
I want to minimize			Finance, CFO	ROI Financial dashboard contains metrics that help	Increase Revenue	Additional margin	Reduce or eliminate discounting by proving the value delivered, utilizing proof points and the ROI Selling Financial Dashboard
We want to increase sales					Cost per lead / Revenue per closed lead		Increase your revenue and reduce marketing cost by proving value and marketing



Implementation is the primary critical success factor for using any sales tool...especially ROI. Phase One of your implementation program includes on-site navigation training. This training is designed to help your sales professionals learn to move around the ROI Selling programs. Next, we offer sales training and support. This optional program teaches your sales professionals how to position ROI in the sales process. This program includes step by step tool instruction and extensive role playing. Finally we offer an on-going program that includes one-on-one internet based training and quarterly on-site (audits) review sessions. Other services include sales call ride along, custom prospect changes, and new hire training.



ROI4Sales
sales tools to drive value