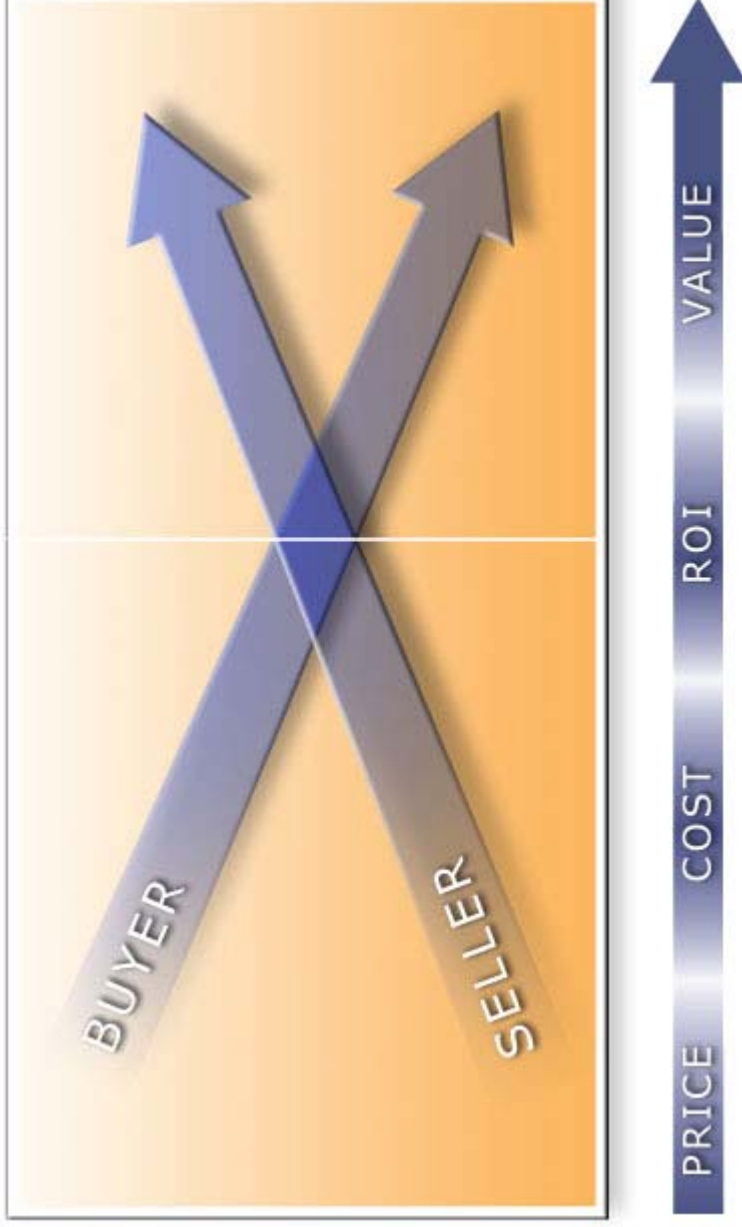


## What's In It For Them?

Our main focus is in understanding “What’s in it for them?”, or simply put, understanding why companies do business with you. In our 2500+ Implementations and 200+ man years of experiences and research, we have learned that when business discussions turn away from price/features and toward value/requirements, the seller gains more power in the process [Sales, Delivery and Customer Management]. When you can show the true value of your offering, you have a much better chance of closing the deal in a shorter time. When you are in a situation competing for the same deal, our process differentiates you because you are focused on business drivers instead of just the pricing or technical benefits of your offering.

## What's In It For Them? = Leverage

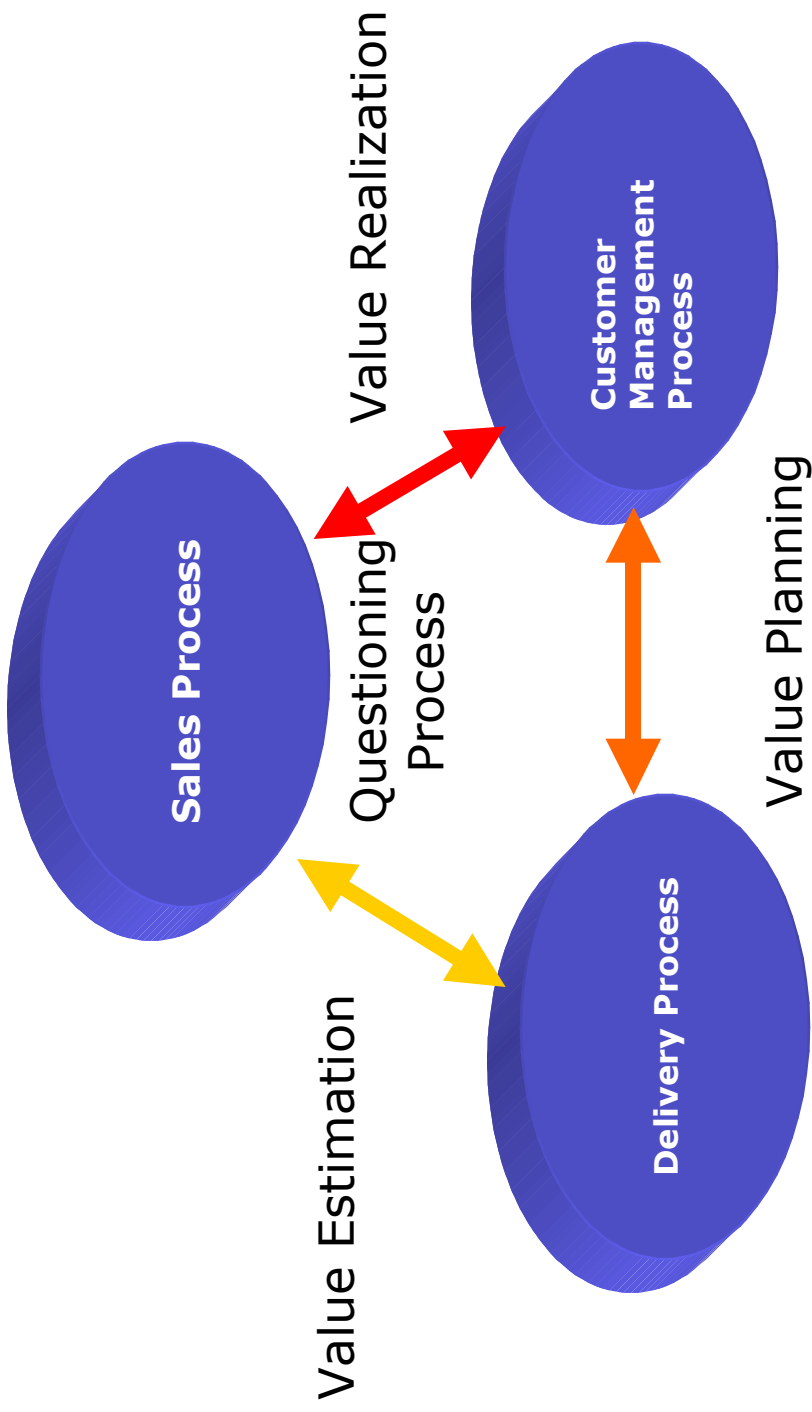
WHO HAS THE POWER



## Typical Sales Process Model

1. Logging of Lead
2. Prospect & Deal Qualification Includes Initial Contact
3. Develop Justification and Gain Agreement on Sales Process
4. Develop Requirements, Justification & Budget Includes Documenting Reasons for Change
5. Confirm Requirements, Justification & Budget with Sponsor
6. Proof Step/Demonstration
7. Develop Proposal
8. Confirm Proposal – Management Presentation
9. Decision (Win/Loss Ratio)
10. Receipt of Authorization – Total Planned Lead Time (Work Days)
11. Produce- Delivery of products and services
12. Review Results – Quarterly review meetings

# 3 Ways to Start YOUR “Circle of Success™” QUANTIFY FOR RESULTS™



# Value Selling On-Demand

**Typically, there are three ways for us to derive the baseline Value Model(s).**

- **Value Estimation Business Case Document**
  - We can work with you on a current project in which you feel using value justification would improve your chances of a successful project.
- **Value Planning Implementation Document**
  - We can work on a project you have recently closed in which the business success metrics need to be defined in order to guarantee customer satisfaction.
- **Value Realization Quantifiable Success Story**
  - If you have a customer who has made a purchase and has been using your offering for some time, but you are unsure of the value you have provided, we can go back to that customer to evaluate the impact of the product and services on their business.

# Value Selling On-Demand

## **ONCE A SPONSOR HAS BEEN IDENTIFIED, We are embedded as part of your team**

- We work with your sales team to gather current condition and future goals information
- We create and write up business case summary, worksheet.
- We present the business case to the sponsor for validation and “gutt” buy-in
- We refine presentation to include changes and executive data.
- We present management presentation as part of your team [4 Parts]
  1. Sponsor Presentation of Current State and what changes will optimize achievement of goals
  2. Your Team Presentation of specific capabilities that will lead to successful goal achievement
  3. The business case that results from the achievement of goals
  4. The prospects timeline and how when your capabilities need to be implemented in order to optimize ROI.

## Quantifiable Success Analysis

- Create Benefit Definition Matrix derived from Your Value Touch Points
- Decide Which Customer(s) or Prospect(s) that we will work together on.
- Conduct an Interview(s) with your team to get your team's perspective on the prospect/customer.
- Modify Our QA process to then approach your prospect(s) or customer(s).
- Decide on who we are going to interview and how best to approach them.
- Conduct the Customer Side of the story interview(s).
- Write up the Document(s).
- Get Sales(s).
- Deliver Value Estimation, or Value Planning or Value Realization Document(s)

## **Choreographed Sales Process, Sales Artifacts, Customized Training/Coaching**

- Create, document and choreograph current Sales process(es) with existing artifacts
- Create, document and choreograph new optimized Sales and management process(es)
- Determine and agree upon artifacts needed for project team to execute new optimized process
- Customize Question and Answer [QA] Process based on agreed upon Sales process and roll QA into Agenda Kinetics project management application
- Create customized training around new process and artifacts using Agenda Kinetics framework
- Provide Customized Value Selling on Demand Service [Online and/or Onsite] around new optimized Sales process(es) and best practices



ON DEMAND ROI AND VALUE SELLING TOOLS AND SERVICES

## Value Estimation, On-line Tools

- \* **Discovery/Initial Qualification**
- \* **Build Rapport** – Business/Personal
- \* **Success Stories**
- \* **Needs/Goals/Requirements**
- \* **Validate Goals Through Quantification**
- \* **Demo/Presentation/Proof of Concept**
- \* **Alignment Success Metrics Proposal**
- \* **Close**

The screenshot shows the eJustifyIt software interface. At the top, there is a menu bar with options: File, Tools, Reports, Research, Help. Below the menu bar, the eJustifyIt logo is displayed on the left, and the text "First Name MI Last Name : Your\_Sales\_Call" is on the right. A search bar with "Find:" and a "Go" button is also present. The main content area is a list of sections, each with a plus sign icon and a question mark in brackets: Initial Qualification Interview, OPENING SECTION [Objective:Establish 2 Way Communication ], INTEREST SECTION [ Were you effective in justifying further discussion ? ], NEEDS SECTION [ Were the customer's key business requirements identified and verified for understanding ? ], Current Sales Process, Revenue, Presentation of Solution SECTION [Did the solution presented show and quantify customer benefits from company credentials, products and service ], Percentage Impact, Assumptions, and CLOSE SECTION [ Did you close the sale or gain a recommendation commitment ? ]. At the bottom right of the interface, there are buttons for "Pricing Configurator" and "Sales Coach". A page number "1 2" is visible at the bottom center.

## Sales Process Reports

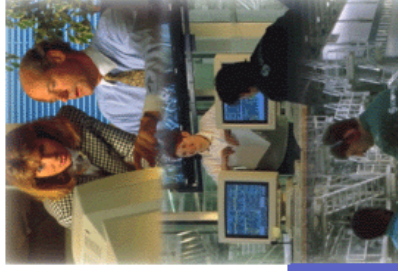
**Header Pages  
with Client  
Specific Data  
Integrated into  
them**

AnyCompany, Anytown, AnyST



AnyCompany

Anytown,AnyST



**Economic  
Justification  
for  
Industrial<sup>IT</sup> for  
Quality Control**



# Sales Process Reports

- **Qualitative Sales Process Content, Integrated with Quantitative Current Conditions and Results Calculations**

The objective of this project is to reduce process variation, improve machine efficiency, and to increase production.

The data contained in this report is proprietary and confidential. The data collected is a compilation of information obtained by interviews, and analysis of the current operating conditions of this paper machine.

## Executive Summary

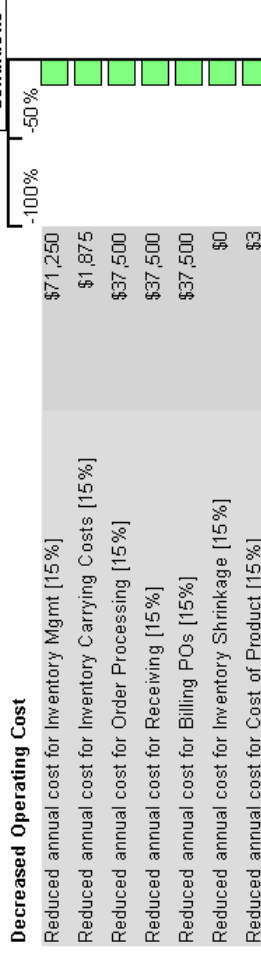
ABB is pleased to present this ROI Report to International Paper Company, Selma, Alabama for the . The objective of this document is to demonstrate to International Paper Company the economic impact from the Industrial<sup>®</sup> solution proposed by ABB.

As a leading paper company, International Paper is seeking ways to provide higher product quality, reduce cost, improve efficiency and increase production capacity. This will be made possible by implementing the newest technology and utilizing the unmatched process knowledge provided by ABB.

What follows is a summary of the benefits and justification for the Industrial<sup>®</sup> Quality Control System as it would benefit International Paper Company. The report addresses tangible benefits associated with improved process variation, improved efficiency, and increased production. The Industrial<sup>®</sup> Quality Control System is the premier QCS System on the market today, as proven by its acceptance by customers worldwide.

The projected economic return for the proposed solution is illustrated below. The ABB System will provide the following economic value for International Paper Company.

## AREAS OF IMPROVEMENT



# Executive Decision Making Reports

- **Results NPV, ROI, IRR, MIRR, EVA, CASH FLOW, presented in the executive language, that connects Management's Goals, with your capabilities.**

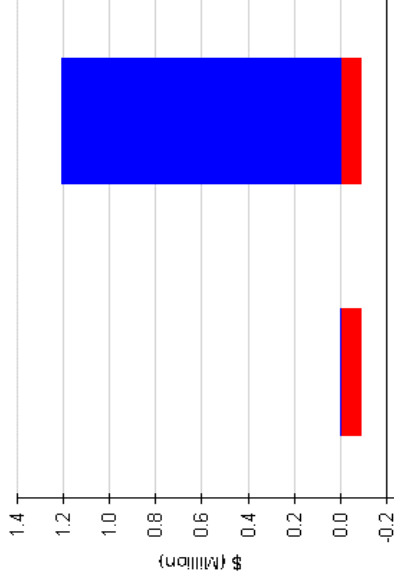
AnyCompany, Anytown, AnyST

## INVESTMENT SUMMARY

Financial Results	Costs	Positive Cash Flow Impact	Revenue
Total Products Costs	\$40,000	Decreased Operating Costs	\$228,600
Total Services Costs	\$50,000	Revenue Increase	\$1,666,667
Total Projects Costs	\$90,000	Total Revenue Increase	\$1,895,267

### Executive Summary Totals

■ Total Project Cost ■ Net Present Value



NPV = \$1,208,131  
**Total Value = \$1,298,131**  
 EVA: 73,852,124.21%  
 Payback Period: 5 months  
**"If you decide today, for every \$1 you invest, you get back \$14.42"**

Product/Professional Service Provided    Man-Days/Units    Price    Time-Line



ON DEMAND ROI AND VALUE SELLING TOOLS AND SERVICES

# CRM, ERP, MES and Application Integration

- **Agenda Kinetics runs on an SQL Server Database[can be customized to run on Oracle,AIX, DB2 or whatever environment you need] and has a customizable user interface that can be made to look like your application. This flexibility increases user acceptance and compliance.**

The screenshot shows a web application interface for managing contact information. It features a top navigation bar with tabs: Contact, Instr. Panel, Sessions, Notes, All Contacts, Phone/Home, User Fields, ROI Collaborator, and Save. The main content area is divided into two columns. The left column contains fields for: \*First Name (First, Last), MI (M), Last Name (Last, Title), Phone (Ext), Fax, ID / Status, Ticker Symbol, Web Site, and \*Company (AnyCompany). The right column contains fields for: Address 1 (123 Main Street), Address 2, Address 3, City (Anytown), State / Province (AnyST), Zip Code (77777), Country (United States), and E-mail Address. A navigation bar at the bottom of the form includes Record 2:3 and buttons for New Contact and Save.



# eJustifyIt Validation Reports

ON DEMAND ROI AND VALUE SELLING TOOLS AND SERVICES

a. Current Conditions [Where the prospective client is NOW]

**a**

**eJustifyIt**  
 My Name: [Last Name], YOUR PROJECT ID: [PROJECT ID]  
 YOUR ID: [USER\_ID]  
 Current Conditions

Current Operating Costs	
Current annual cost for Sales force - Follow-up (Phase 1)	\$10,000,000
Current annual cost for Sales force - Follow-up (Phase 2)	\$2,000,000
Current annual cost for Sales force - Follow-up (Phase 3)	\$3,000,000
Current annual cost for Sales force - Follow-up (Phase 4)	\$3,000,000
Current annual cost for Sales force - Training (Phase 1)	\$17,000,000
Current annual cost for Sales force to Coordinate Team Selling (Phase 1)	\$300,000
Current annual cost for Sales force to Coordinate Team Selling (Phase 2)	\$300,000
Current annual cost for Sales force to Coordinate Team Selling (Phase 3)	\$20,000,000
Current annual cost for Sales force to Coordinate Team Selling (Phase 4)	\$37,000,000
Current annual revenue (Phase 1)	\$250,000,000
Current annual revenue (Phase 2)	\$50,000,000
Current annual revenue (Phase 3)	\$50,000,000
Current annual revenue (Phase 4)	\$50,000,000

b. Positive Cash Impact of investing in your products and services

**b**

Positive Cash Flow Impact	
Reduced annual cost for Sales force - Follow-up (Phase 1) [10%]	\$9,000,000
Reduced annual cost for Sales force - Follow-up (Phase 2) [50%]	\$1,000,000
Reduced annual cost for Sales force - Follow-up (Phase 3) [50%]	\$1,500,000
Reduced annual cost for Sales force - Follow-up (Phase 4) [50%]	\$1,500,000
Reduced annual cost for Sales force - Training (Phase 1) [50%]	\$8,500,000
Reduced annual cost for Sales force to Coordinate Team Selling (Phase 1) [50%]	\$150,000
Reduced annual cost for Sales force to Coordinate Team Selling (Phase 2) [50%]	\$150,000
Reduced annual cost for Sales force to Coordinate Team Selling (Phase 3) [50%]	\$10,000,000
Reduced annual cost for Sales force to Coordinate Team Selling (Phase 4) [50%]	\$18,500,000

c. Negative Cash Impact of investing in your products and services

**c**

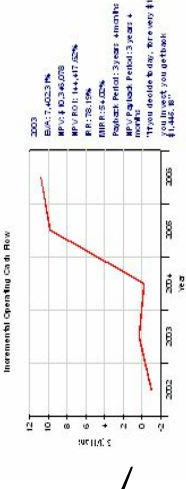
Negative Cash Flow Impact	
Increased annual revenue (Phase 1) [10%]	\$22,500,000
Increased annual revenue (Phase 2) [10%]	\$5,500,000
Increased annual revenue (Phase 3) [10%]	\$5,500,000
Increased annual revenue (Phase 4) [10%]	\$5,500,000

d. Financial Results [NPV, NPV ROI, IRR, MIRR, PAYBACK PERIOD, NPV PAYBACK PERIOD, QUICK TRANSLATION "If you decide today: For every \$1 you invest your will receive back \$5.92.]

**d**

Financial Results	
Total Products Costs	\$115,000,000
Total Services Costs	\$16,000,000
Total T&E Costs	\$1,000,000
Total Project Costs	\$132,000,000
NPV	\$107,500,418
NPV ROI	81.45%
IRR	25.15%
MIRR	18.44%
Payback Period	3.00 years
NPV Payback Period	2.99 years

e. Impact on operating cash flow graph



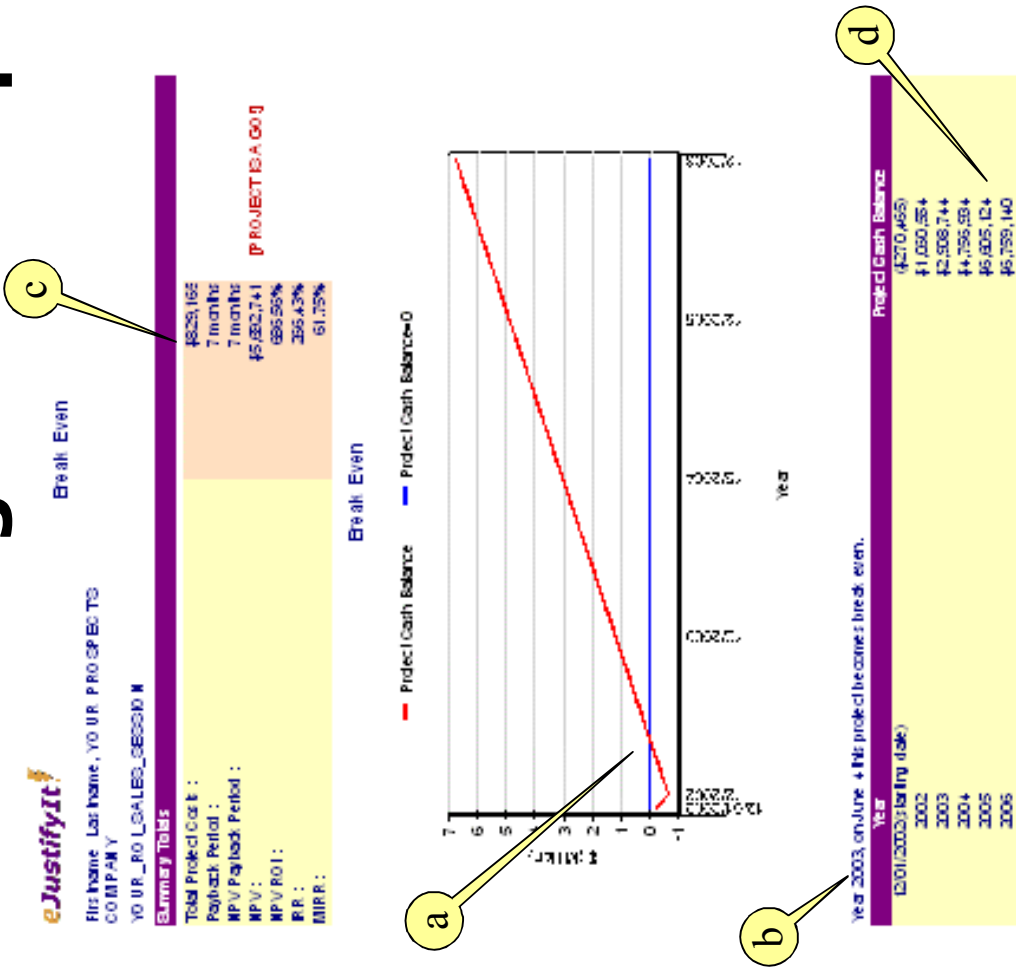
f. EVA%, Impact on operating cash flow, Cumulative Impact on Operating Cash Flow.

**f**

Year	EVA%	Incremental Operating Cash Flow (Million \$)	Cumulative Operating Cash Flow (Million \$)
2000	18.15%	-1,000,000	-1,000,000
2001	7.40%	8,000,000	7,000,000
2002	10.00%	9,000,000	16,000,000
2003	11.11%	10,000,000	26,000,000
2004	9.52%	10,500,000	36,500,000
2005	9.52%	10,000,000	46,500,000
2006	9.52%	9,500,000	56,000,000



# Implementation Management Reports



- a. Break even point
- b. The day, month, year that your project becomes break even
- c. The financial results
- d. The Project cash balance as time goes on

## Next Steps

- **Value Sales Sanity Check[VSSC]**
  - Your Detailed Sales Process
  - Your Sales Cycle
  - Your Conversion Rate
  - Your Optimized Revenue Model
- Define Your Value Proposition through “Value Touch Points”**
  - Preliminary Benefit Definition Matrix
  - Run Data from a real prospect or customer
- SPAR Report**
  - Review Your Synthesized Data
  - Discuss Your Goals and Requirements
  - Nail Down Your Timeline for Value Realization
- **Review Your Requirements and Goals**
  - Confirm Your Direction
  - Prove The Value
  - Get Started
  - Measure the Success