



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 located below the logo. To the right of the search bar are buttons for "View Presentations", "CRDB", "Update", and "Close". The main content area contains 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 services]", "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", "Sales Coach", and a page number "1 2".



# eJustifyIt Validation Reports

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

**eJustifyIt** Executive Summary  
 No Name, Last Name, YOUR PROJECT ID: CO274747  
 YOUR ID: LSALES\_022201

**Current Conditions**

Current Operating Costs	\$10,000,000
Current annual cost for Sales Force - Full Pre-Sale Followup (Phase 1)	\$2,000,000
Current annual cost for Sales Force - Full Post-Sale Followup (Phase 1)	\$2,000,000
Current annual cost for Sales Training (Phase 1)	\$3,000,000
Current annual cost for Sales Support (Phase 1)	\$17,000,000
Current annual cost for Sales Force to Coordinate Team Selling (Phase 1)	\$300,000
Current annual cost for Pre-Sale Buyer's Information Mobilization (Phase 1)	\$300,000
Current Operating Cost for Current Operating Costs	\$20,000,000
Sub Total for Current Operating Costs	\$37,000,000
Current revenues	\$20,000,000
Current annual revenue (Phase 1)	\$20,000,000
Sub Total for Current Revenue	\$20,000,000



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

**Positive Cash Flow Impact**

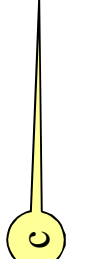
Reduced annual cost for Sales Force - Full Pre-Sale Followup (Phase 1) (10%)	\$1,800,000
Reduced annual cost for Sales Force - Full Post-Sale Followup (Phase 1) (5%)	\$1,900,000
Reduced annual cost for Sales Training (Phase 1) (5%)	\$1,425,000
Reduced annual cost for Sales Support (Phase 1) (5%)	\$15,750,000
Reduced annual cost for Sales Force to Coordinate Team Selling (Phase 1) (5%)	\$135,000
Reduced annual cost for Pre-Sale Buyer's Information Mobilization (Phase 1) (5%)	\$135,000
Sub Total for Positive Cash Flow Impact	\$19,145,000



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

**Negative Cash Flow Impact**

Increased annual cost for Sales Force - Full Pre-Sale Followup (Phase 1) (10%)	\$2,200,000
Increased annual cost for Sales Force - Full Post-Sale Followup (Phase 1) (5%)	\$2,100,000
Increased annual cost for Sales Training (Phase 1) (5%)	\$3,150,000
Increased annual cost for Sales Support (Phase 1) (5%)	\$17,850,000
Increased annual cost for Sales Force to Coordinate Team Selling (Phase 1) (5%)	\$315,000
Increased annual cost for Pre-Sale Buyer's Information Mobilization (Phase 1) (5%)	\$315,000
Sub Total for Negative Cash Flow Impact	\$26,965,000



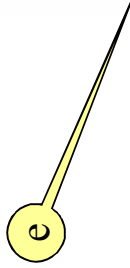
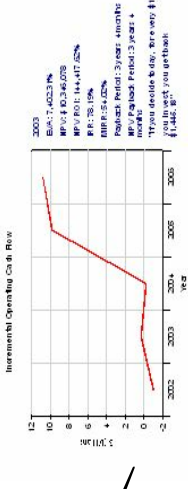
d. Financial Results [NPV, NPV ROI, IRR, MIRR, PAYBACK PERIOD, NPV PAYBACK PERIOD, QUICK TRANSLATION "If you decide today: For every \$1 you invest your will receive back \$5.92."]

**Financial Results**

Total Products Costs	\$0
Total Services Costs	\$15,000,000
Total T&E Costs	\$0
Total Project Costs	\$15,000,000
NPV	\$16,849,980
NPV ROI	112%
IRR	10%
MIRR	10%
Payback Period	1.084
NPV Payback Period	1.084



e. Impact on operating cash flow graph



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

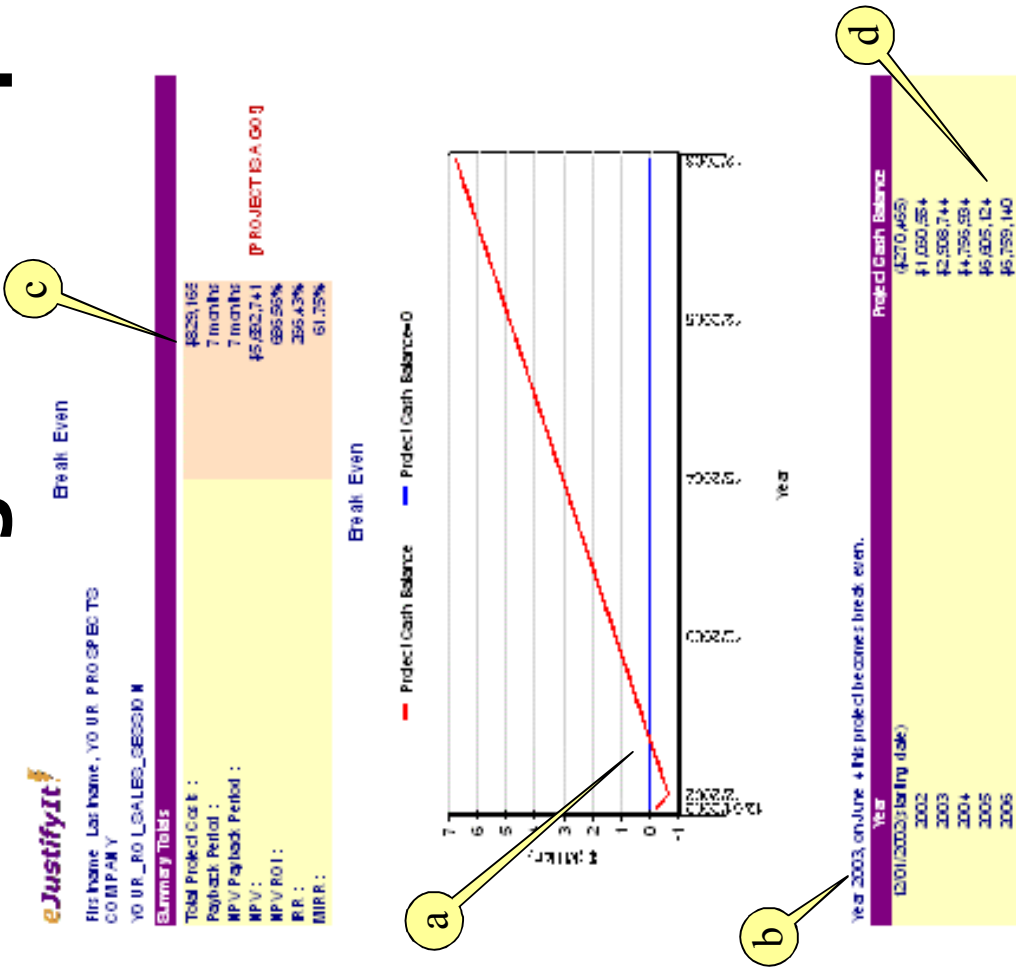
**EVA**

Year	Operating Cash Flow	Incremental Operating Cash Flow	Cumulative Operating Cash Flow
2000	\$0	\$0	\$0
2001	\$10,500,000	\$10,500,000	\$10,500,000
2002	\$1,500,000	-\$9,000,000	\$1,500,000
2003	\$1,500,000	-\$9,000,000	\$3,000,000
2004	\$1,500,000	-\$9,000,000	\$4,500,000
2005	\$1,500,000	-\$9,000,000	\$6,000,000
2006	\$1,500,000	-\$9,000,000	\$7,500,000





# 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