



Sales Readiness 2010

Sales Leader Series – TeleBriefing #3

October 1, 2009

Sales Readiness 2010 – Today's Panel



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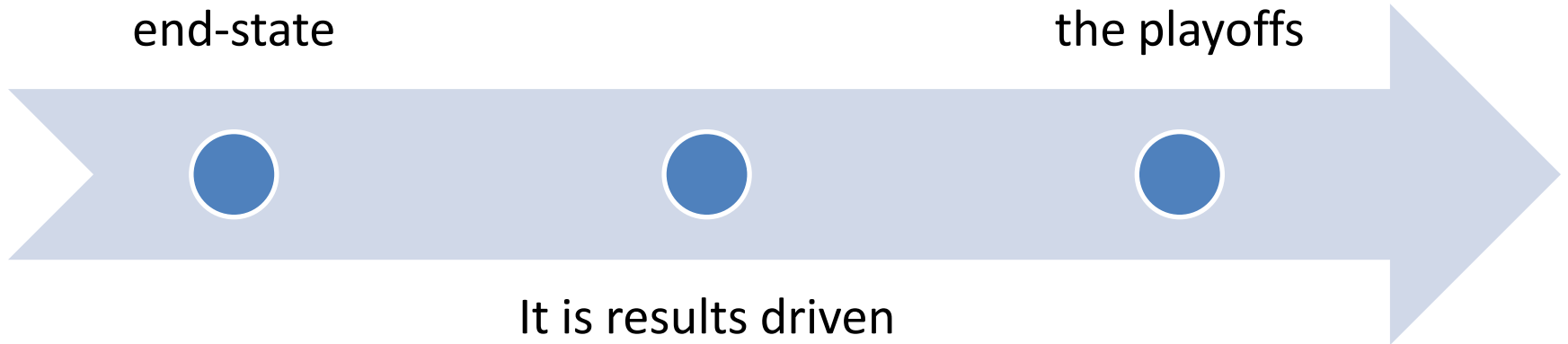
Sales Leader Series – Fall 2009

Escaping Pipeline Purgatory - click to view	Sept, 17 2009
Creating Qualified Opportunities (Not Just Leads) - click to view	September 24, 2009
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Sales Readiness – Our View

Sales readiness is
an on-going
process, not an
end-state

It's like building
an "Off Season"
game plan during
the playoffs



It is results driven
and continuously
improving

The Sales Ready Company

Sales Ready Companies Excel At:

Maintaining sales teams with superior skills

Fostering a sales centric culture

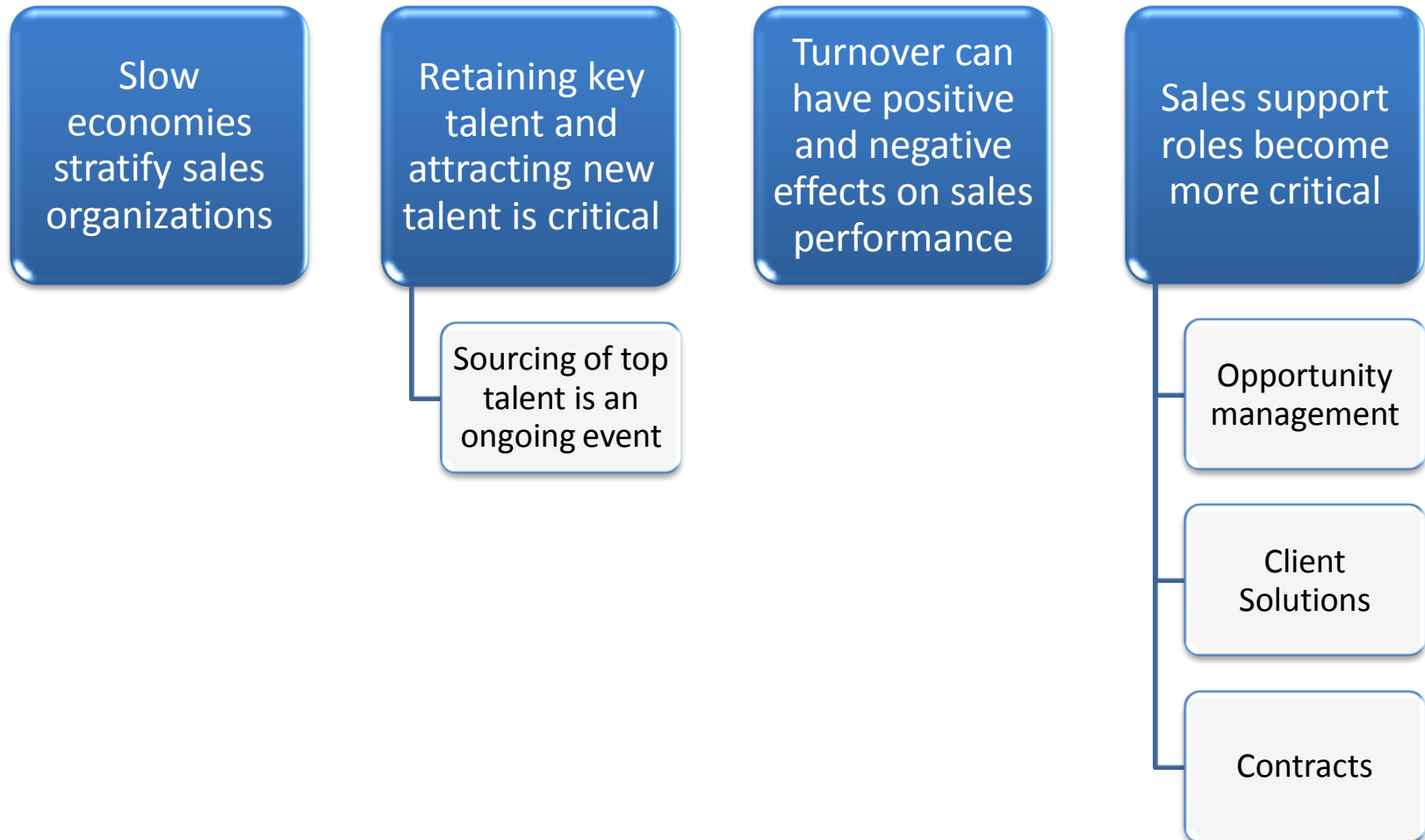
Having a well defined sales strategy

Aligning with customers' buying process

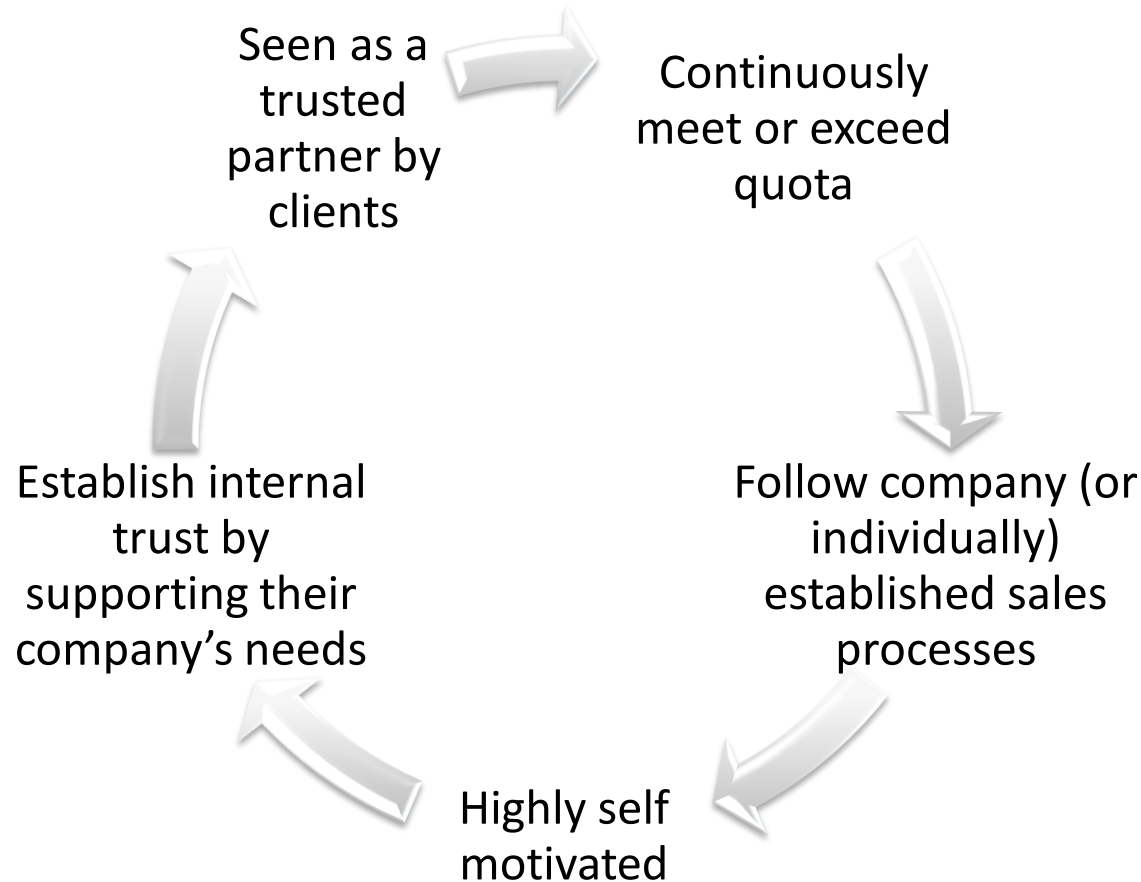
Identifying, nurturing and delivering qualified leads to the sales teams

Managing a opportunity pipeline that delivers the "Revenue Plan"

Focus on People



Profiling The High Performer

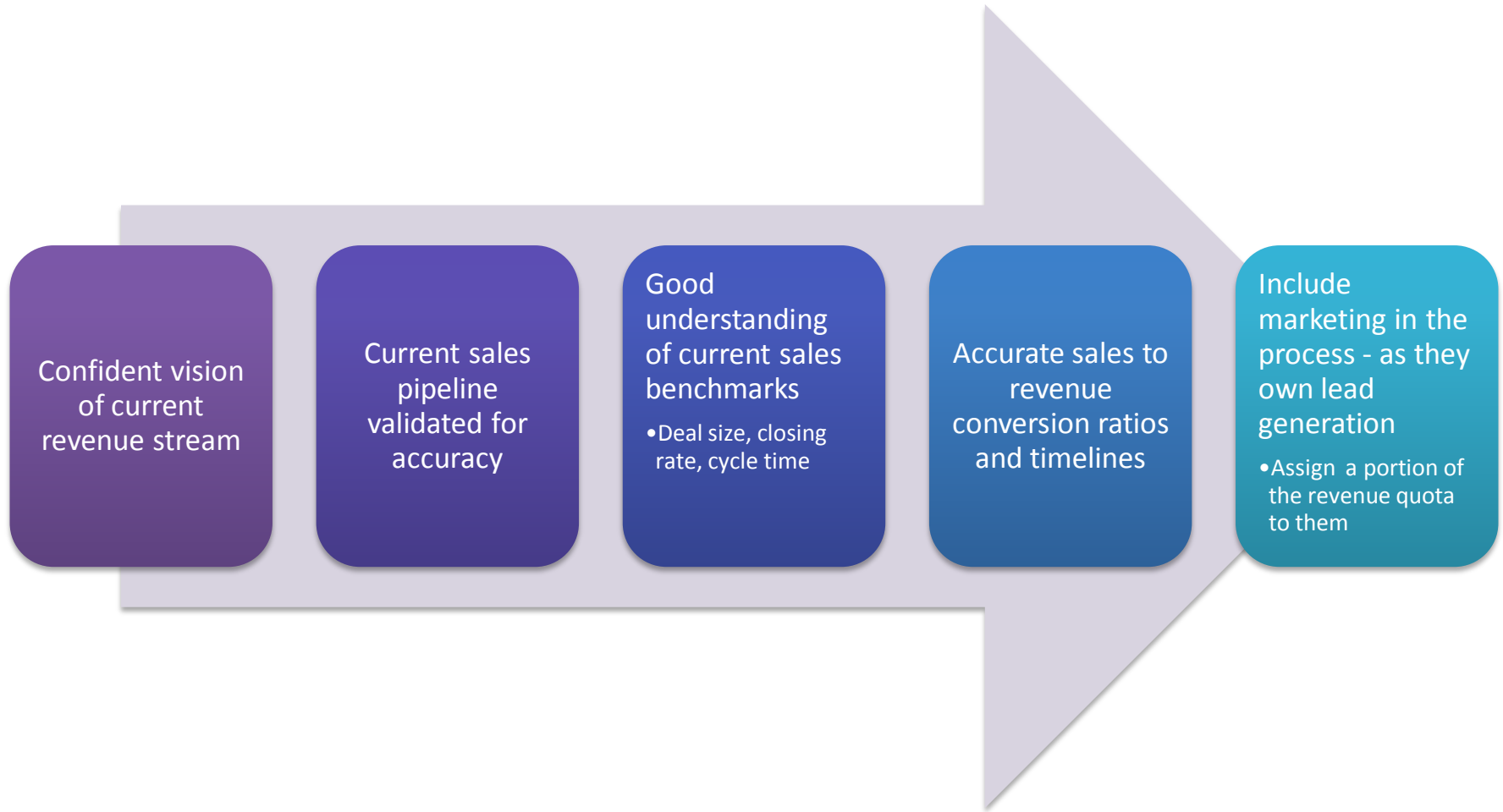


Repair or Replace

Considerations before turning over a sales rep or team:

- Was their quota appropriate
- Are they getting the support needed to be successful
- Validity of existing pipeline
- Relationships with key clients
- Their investment in themselves
- Required sales management time to address deficiencies
- Ramp time to bring a replacement up to speed

Revenue Planning Process



Revenue Planning

Assumed Close Rate				25%											
				2009						2010					
				Plan Year One						Plan Year Two					
Award Totals	Required Qualified Pipeline	Annual Value Closed During Quarter	Annual Value Converted at Signing	Q1	Q2	Q3	Q4	CYR 2009	ABR Base	Q1	Q2	Q3	Q4	CYR 2010	ABR Base
				'10 Q1 Wins	23.80	7.00	5.95	0.74	1.49	1.49	1.49	5.21	5.95	1.49	1.49
'10 Q2 Wins	68.00	20.00	17.00		2.13	4.25	4.25	10.63	17.00	4.25	4.25	4.25	4.25	17.00	17.00
'10 Q3 Wins	102.00	30.00	25.50			3.19	6.38	9.56	25.50	6.38	6.38	6.38	6.38	25.50	25.50
'10 Q4 Wins	136.00	40.00	34.00				4.25	4.25	34.00	8.50	8.50	8.50	8.50	34.00	34.00
	329.80	97.00	82.45					29.64	82.45	20.61	20.61	20.61	20.61	82.45	82.45
'11 Q1 Wins	153.00	45.00	38.25							4.78	9.56	9.56	9.56	33.47	38.25
'11 Q2 Wins	153.00	45.00	38.25								4.78	9.56	9.56	23.91	38.25
'11 Q3 Wins	153.00	45.00	38.25									4.78	9.56	14.34	38.25
'11 Q4 Wins	153.00	45.00	38.25										4.78	4.78	38.25
	612.00	180.00	153.00											76.50	153.00

Revenue Planning

Lead Generation

- *Owned by marketing* - accountable to sales
- Lead generation by sales is a waste of their time!
- Investigate and implement 2.0 tools
- Formalized hand-off process to and from sales
- Formal lead nurturing process established
- Easy to use CRM system to manage and report leads and activities
- Forces Sales to continue prospecting process

Pipeline Management

Sales phase methodology

Use a factored revenue approach

Review at least twice monthly

Plan for overachievement of pipeline targets

Think you have enough pipeline... you don't!

Pipeline Revenue Factoring

Opportunity Stages	Probability	Activity	Revenue Projection
Opportunity ID'd	10%	Potential opportunity identified	
Idea Discussed	20%	Client confirms issues, challenges, need...	
Concept Delivered	30%	Written concept submitted to prospect	
Solution Meeting Complete	40%	Concept discussed; including how and when to begin	
Full Solution Delivered	50%	Solution submitted, including outcomes, timeline & pricing	10%
Solution Validated	60%	Proposal modified if necessary / Resubmitted	30%
Verbal Approval	75%	Client decision maker accepts proposal	50%
Terms Negotiation	90%	Contract and SOW in review / negotiation	70%
Formal Award	100%	Contract and SOW signed	100%
Opportunity Lost	0%		
Dead or Delayed	0%		

3forward Opportunity Stage Definitions ©

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- **Exposure to outsourcing decision-makers**
- **Thought Leadership opportunities**

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Sales Readiness 2010 Workshop

- Sales strategy
- Priority target markets
- Selling model – structure and channels
- Sales team
- Prospecting and lead generation
- Pipeline and revenue forecasting





For Information:

[Sales Readiness 2010 Workshop](#)

To Discuss:

Matt.Smith@3forward.net

Resources

	<u>The Outsourcing Institute Group</u>
	<u>OI</u> <u>3forward</u>
	<u>The OI Roadshow</u>
	<u>3forward Sales Leaders Blog</u>
<p>Other</p>	<u>3forward's New Tools Directory</u> <u>OI's Recruiting Home Page</u> <u>Outsourcing 2.0</u>

Outsourcing 2.0 Roadshow

London	October 8, 2009	Register
Dallas	October 13, 2009	Register
San Francisco	October 15, 2009	Register
Miami	October 29, 2009	Register
Washington, DC	November 12, 2009	Register
New York City	December 3, 2009	Register
Chicago	December 8, 2009	Register

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Thank You For Joining Sales Readiness 2010

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