



## Highly Successful Sales Practices Have Changed – Have Yours?

Winning new business in the outsourcing space is increasingly more difficult and more expensive. Improving win rates means leveraging the best resources and acting on the latest prospect intelligence before the competition. Even on existing accounts, displacing that competition before they gain ground is important for growth and critical to survival.

**Everest Insights™**, a comprehensive sales intelligence suite jointly developed by Everest Group and 3forward, helps outsourcing supplier sales organizations significantly improve account targeting and prioritization, greatly enhance opportunity qualification and meaningfully engage prospects at the optimal point in their buying process (when need is initially identified).

Everest Insights™	Enabling Assets
Account Intelligence	<ul style="list-style-type: none"> <li>Semi-annual deep dive into key account information and stats</li> <li>Detailed sourcing profile with active projects, supplier portfolio, and functional scope</li> </ul>
Account Readiness	<ul style="list-style-type: none"> <li>Monthly analysis of account’s propensity to outsource and priority score</li> <li>Accurate prediction of likelihood and timing of sourcing activity</li> </ul>
Special Insights	<ul style="list-style-type: none"> <li>Monthly insider view into account’s interest areas based on a robust library of information-gathering behaviors (i.e., “what mail they are reading”)</li> </ul>
Active Surveillance	<ul style="list-style-type: none"> <li>Monthly dynamic newsfeed of timely and relevant business events, announcements, and activities</li> </ul>

**Everest Insights™** delivers value through several market-leading offerings:

- Unparalleled account research and analysis, in-depth reporting on initiatives, and exhaustive banks of key account information and stats
- Actionable insight into a prospect’s sourcing portfolio, including details on all active outsourcing projects, supplier relationships, and captive centers
- Highly predictive insider view of prospects’ sourcing interests
- Accurate prediction of likelihood and timing of future sourcing activities
- Active surveillance of events, activities and announcements that trigger prime opportunities to engage with clients and prospects

### Forrester Research, 2009

survey of corporate ‘buyers’ on recent experiences with corporate sales reps:

- Only a third (34%) of Sales Reps could relate to the prospect’s role & responsibility in their organization
- Only 29% knowledgeable of the prospect’s specific business

### IDC Enterprise Panel, 2009:

“Thinking of your initial meeting with each rep, what percent of reps were”:

- 26% - Not prepared
- 31% - Somewhat prepared

Which one of the following areas do sales reps need to know better to improve the value of your relationship?

- 52% My Needs and Objectives
- 30% My Business
- 14% My Technology Environment

In today’s environment, the largest and best known sales teams are no longer guaranteed that final seat at the table – victories now go to the teams with the most knowledgeable and insightful game plans. Contact 3forward for more information on how Everest Insight™ can help provide your team that winning edge.

### Contact Information

contact@3forward.net  
www.3forward.com  
or on:

