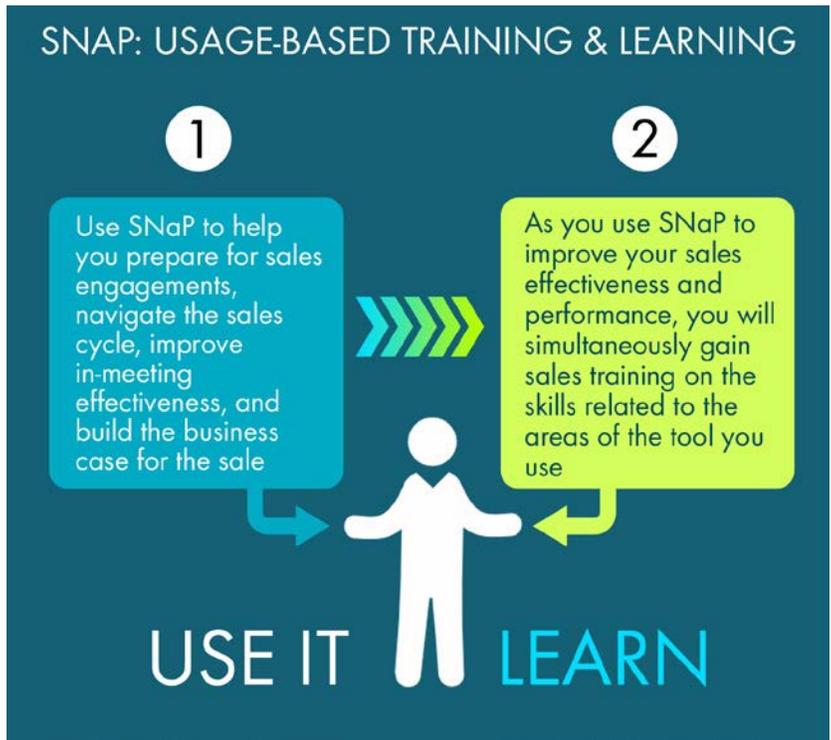


Sales Navigator +lus® (SNaP)

THE COMPREHENSIVE SALES FORCE SKILLS DEVELOPMENT AND SALES DEAL PURSUIT SOFTWARE THAT TEACHES YOU TO BECOME A MORE EFFECTIVE SELLER AS YOU USE IT TO WIN BUSINESS

THE CHALLENGE

Successful sales professionals know that thorough, comprehensive preparation is the key to winning business. To master these skills, sellers require tools and ongoing sales training to maintain & improve their selling skills, become more effective sellers, and remain competitive. However, shrinking budgets do not allow for such tools or training to be provided on a consistent basis. The result: many sales professionals stagnate and, over time, become less effective at winning business. The question: How do organizations provide the tools and crucial training to their sellers when they have limited budgets and cannot afford to do so?



HOW IT WORKS

SNaP is a Usage-Based Training & Learning (UBTL) tool. While using the various modules of SNaP to prepare for customer meetings, shorten the sales cycle, and/or improve selling engagements, the seller will be simultaneously gaining training on becoming a more effective seller based on the particular SNaP module being used for the engagement. **See examples on Page 3**

The Ideal Model	The Solution	Modular and Unique
<p>Usage-Based Training & Learning (UBTL). UBTL is the process by which sales professionals receive sales training & development by using tools like SNaP that enable you to improve your selling effectiveness as you do your day-to-day job.</p>	<p>Sales Navigator +lus® (SNaP) is the usage-based teaching & learning development tool that helps sales professionals of all experience levels become more effective sellers as they use the tool to win and close business. And they can do it at their own pace at any time they'd like for as long as they'd like!</p>	<p>SNaP is the most comprehensive sales deal pursuit tool in the world, helping sales professionals become more effective at winning deals – and learning how to win deals – through executing the following selling motions (modules):</p> <ul style="list-style-type: none"> • Pre-Call Planning & Preparation • In-Meeting Effectiveness Planning • Post-Meeting Review & Analysis • Developing the Value Statement for Your Offering • Building the Business Case for your proposal • Sales Coaching and Development Planning for Improvement

Sales Navigator +lus® is a modular tool, giving users the ability to use as few or as many of these modules as they determine necessary to help them pursue, win, and close a deal. Only interested in prepping for a meeting? Then simply complete the “Pre-Call Planning” module. Interested in optimizing your in-meeting effectiveness and building the business case for your solution? Then complete the “In-Meeting Effectiveness” and “Building the Business Case” modules. Interested in improving your financial selling skills? Then complete the “Building the Business Case” module which contains the “cost-benefit analysis” component.



SNaP: A MODULAR, COMPREHENSIVE SALES EFFECTIVENESS, TRAINING, AND DEVELOPMENT TOOL

SNaP Module	Description of the Module	Module Content	
Maximize Meeting Productivity & Effectiveness	<p>PRE-CALL PLANNING</p> 	<p>The most important things that you can do toward closing a deal take place outside of the customer's office; they take place in the pre-call planning, pre-meeting preparation, and post-call review stages of the sale.</p>	<ul style="list-style-type: none"> ▪ Sales follow-up and follow through ▪ Validating your decisions and assumptions ▪ Articulating the customer's business objective(s) ▪ Articulating the customer's current situation and requirements ▪ Defining yours/your customer's sales goals and objectives ▪ Developing a strategy to accomplish the goals and objectives ▪ Aligning your/your customer's objectives ▪ Ensuring your proposition will achieve the customer's objective(s)
	<p>IN-MEETING EFFECTIVENESS</p> 	<p>In conjunction with the Pre-Call Planning module, this module of SNaP helps sales professionals ensure that they are as prepared as possible to engage in a productive, effective sales meeting that moves the sales process forward to close.</p>	<ul style="list-style-type: none"> ▪ Negotiation Preparation ▪ Qualify the Customer ▪ Qualify the appropriateness of your offering ▪ Objection-handling ▪ Questioning ▪ Competitive differentiation ▪ Closing
	<p>POST-MEETING REVIEW</p> 	<p>Sales professionals who neglect to debrief, review, and/or conduct a post-mortem after a customer engagement or sales meeting is missing an opportunity to speed the time-to-close.</p>	<ul style="list-style-type: none"> ▪ Determining the "success" or "failure" of a meeting from both the seller's and customer's perspectives ▪ Understanding the reasons for an unsuccessful meeting ▪ Define resolution actions to increase the odds of a successful follow-up ▪ Meeting follow up and follow through ▪ Define a plan to achieve future success
Incorporate Advanced Selling Routines	<p>DEVELOPING THE VALUE STATEMENT</p> 	<p>A Value Statement is an articulation of how your product, service, or solution will be significant to the buyer and/or his/her company. It answers the "So What?" for why the buyer should be interested in doing business with you. No other sales tool in the world helps the seller create a value statement.</p>	<ul style="list-style-type: none"> ▪ Define, craft, and articulate the value of your offering to vertical industries, companies, and job functions ▪ Understand industry, company, and functional executives' challenges ▪ Map how your offering will address the challenges ▪ Define the benefits that result from addressing the challenges ▪ Define the "value" your offering provides – the "So What?" ▪ Use this to help win and close business
	<p>BUILDING THE BUSINESS CASE</p> 	<p>The Business Case is a management proposition for determining which among many initiatives to invest in. The Business Case development process ensures that the seller has considered every major decision criteria that buyers use when considering major purchases.</p>	<ul style="list-style-type: none"> ▪ Define the Project Purpose ▪ Identify the Expected Changes your offering will dictate ▪ Risk Assessment ▪ Total Cost of Ownership analysis ▪ Benchmark the Current State ▪ Cost-benefit analysis (NPV, ROI, IRR, Payback Period) ▪ Project Timeline ▪ Results Validation
Learn & Grow from the Meeting Experience	<p>SALES COACHING & DEVELOPMENT PLANNING</p> 	<p>A reality with sales management is that the majority of sales managers neglect to use the customer sales meeting experience as an impetus for evaluating the seller, providing coaching, and developing an actionable, trackable development plan.</p>	<ul style="list-style-type: none"> ▪ Post-meeting sales coaching ▪ Define and articulate the sales learnings from the customer meeting ▪ Define sales development opportunities based on the meeting ▪ Develop a sales development plan based on the improvement opportunities uncovered during the meeting ▪ Progress monitoring and tracking

EXAMPLES OF HOW TO USE SALES NAVIGATOR +LUS[®] TO IMPROVE SALES EFFECTIVENESS (While Using the Tool to Help You Win Business!)

Learning , Development, & Improvement Objective	Related SNaP Modules	How it Works
<p>Shorten the sales cycle and speed the time to closure. The most important things a seller can do to shorten the sales cycle take place outside of the customer’s office; they take place during the preparation and planning stages of the sale.</p>	<p>Pre-Call Planning. In-Meeting Effectiveness. Building the Business Case</p>	<p>Pre-call planning helps you better prepare for customer meetings, and In-Meeting Effectiveness planning helps ensure the meeting moves toward closure. Building the Business Case ensures that you have covered every significant aspect of a customer’s decision-making criteria.</p>
<p>Financial Selling. The most sure sign that a seller is ineffective is the seller’s inability to build a financial case for their proposition.</p>	<p>Cost Benefit Analysis. Total Cost of Ownership analysis. Building the Business Case. In-Meeting Preparation & Activity</p>	<p>While completing and calculating these metrics (which SNaP does automatically), you become more familiar and comfortable with calculating TCO, ROI, NPV, and Payback Period, and incorporating these metrics into your selling motion.</p>
<p>Comprehensive Selling (covering all bases to increase the odds of winning a deal)</p>	<p>Understanding Customer Requirements. In-Meeting Effectiveness. Building the Business Case</p>	<p>By Building the Business Case for a deal, you gain a better understanding of (and comfort level with) the major criteria decision-makers and executives use for deciding to go with a deal.</p>
<p>Objection Handling</p>	<p>Preparedness. In-Meeting Preparation & Activity</p>	<p>Completing the Objection Anticipation section of SNaP helps you to intuitively anticipate & prepare for objections, which helps you become better and handling them when they arise.</p>
<p>Opportunity and Solution Qualification</p>	<p>Qualify the Solution. Qualify the Opportunity. In-Meeting Preparation & Activity</p>	<p>By using the Qualification sections of SNaP, your natural motion will be to qualify the customer and your solution. This will shorten the sales cycle.</p>
<p>Defining the “value” that your solution provides to the prospect / customer (the “value statement”)</p>	<p>Value Planning</p>	<p>Using this SNaP module to develop the Value Statement for your offering is something you only need to do once for each different product, service, or solution. Most companies cannot articulate the value that their products, services, and solutions deliver. This is inexcusable, especially where competition and tight budgets are involved.</p>
<p>Developing and articulating the customer’s Business Objectives</p>	<p>Understanding Prospect / Customer Requirements. Pre-Call Planning. In-Meeting Preparation</p>	<p>These modules force the seller to clearly and properly define the customer’s business objectives. By completing this activity, defining the objectives becomes easier and natural. Not doing so could lead to a disconnect between the customer’s business interests and your selling interest; these should align.</p>
<p>Define the alignment between your customer’s interests and your sales objective</p>	<p>Pre-Call Planning. Value Planning</p>	<p>For every customer engagement, you should define the alignment between your and your customer’s interests. Completing these SNaP modules helps</p>
<p>Sales Coaching</p>	<p>Post-Meeting Review. Sales Improvement</p>	<p>Completing the Post-Meeting Review and Sales Improvement modules of SNaP automatically creates an improvement plan for sellers. With SNaP, you can save and/or print the plan for tracking, measurement, and progress toward completion.</p>