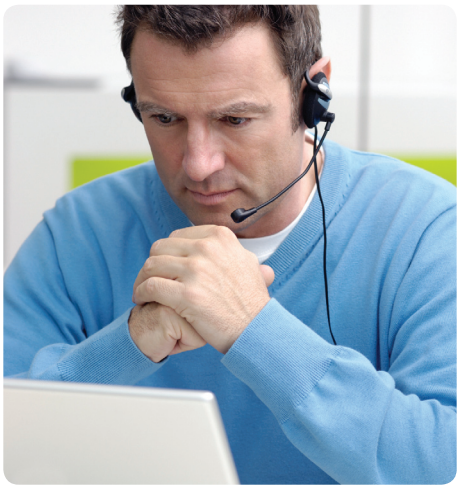
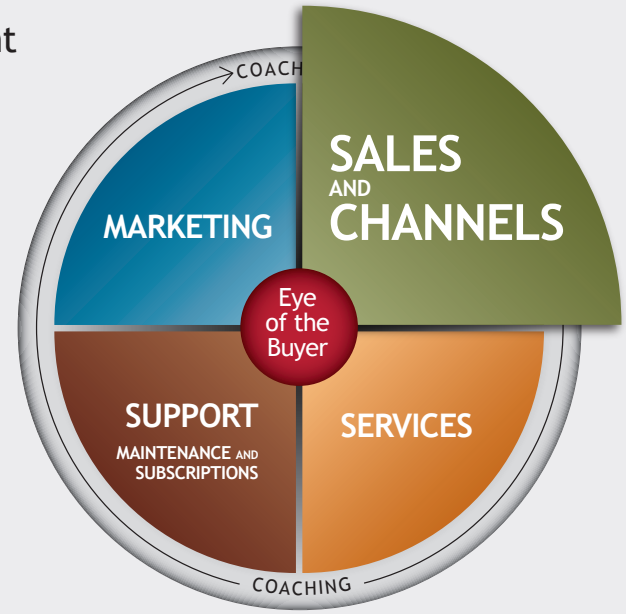


Sales Overview

Services That Support Performance Improvement

Today's complex and increasingly competitive market requires that organizations remain focused on a performance model which will drive revenue and growth. Inevitably, sales organizations must gain clarity as to the "effectiveness of their team" as it relates to:

- Account Planning and Management
- Sales Strategy Development
- Opportunity Strategy / Management
- Qualification
- Meeting Management
- Territory Planning & Management
- Understanding & Articulating Business Value to Prospects
- Uncovering Prospect Pains and Issues
- Handling Objections
- C-Level Conversations
- Presentation Skills
- High Performance Business Development / Prospecting
- Competitive Technique & Positioning
- Presenting & Defending Proposals
- Managing the Sales Process



Sales strategies and execution tactics need to be continually reviewed for effectiveness. Lack of effective execution in any one of these areas or others could easily hinder a sales organization's ability to generate revenue.

InfoMentis
mindshare momentum

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Helping Your Sales Professionals:

- Increase win rates
- Improve forecast accuracy
- Reduce sales cycle
- Increase deal size
- Reduce discounting
- Present a solution that supports the sales strategy
- Create competitive advantage

Sales Performance Blueprint

The InfoMentis Sales Performance Blueprint illustrates the typical strategy and execution for a successful sales organization. We use this blueprint to assess your current practices, compare them to industry best practices and identify areas for improvement.

Direct Sales

Sales Strategy	Sales Operation	Sales-Driven Marketing	Strategic Account Management	Opportunity Management	Readiness
• Go To Market Strategy • Coverage Model • Revenue Mix/Margin Analysis • Identify Key Target Markets • Co-selling & Rules of Engagement	• Territory Planning & Management • Pipeline Management • Forecast Process • Win/Loss Analysis • Compensation Pricing & Discount Model • Performance Tracking • Sales Process & Systems	• Marketing Strategy • Segmentation • Lead Generation • Sales Tools • Competitive Analysis & Positioning	• Strategic Account Segmentation • Coverage Model • Account Review Process • Planning & Collaboration • Cross-Selling & Up-Selling	• Discovery & Qualification • Sales Strategy • Planning & Execution Tools • Competitive Tools & Tactics • Linking Business Value to Solution • Solution Presentation • Cross-Selling & Up-Selling	• Sales Process Management • Customer Buying Process • Skills Assessment • Tools Development • Reinforcement • Coaching & Sales Management • Pipeline/ Forecast Validation

Tracking & Metrics:

- Close Ratio
- Win/Loss Analysis
- Average Sales Cycle
- Forecast Accuracy
- Pipeline Ration
- Market Share
- Cost of Sales
- Percent of Reps at Quota
- Average Discount
- Revenue per Employee
- Customer Satisfaction
- New vs. Existing Customers
- New vs. Existing Products

Sales 1.0	Sales 2.0
Rigidly Following a Sales Process	Align With the Buying Process
Controlling What the Buyer Knows	Buyers Well Informed
Wall Between Marketing and Sales	Integrated and Interdependent Marketing and Sales
Selling Solutions	Customer Success or Results
Control	Collaboration
High Efficiency vs High Touch	High Efficiency AND High Touch
Volume vs Relationship	Relationship Drives Predictable Volume
Travel, Meeting, Schedule Hassles	Engaging Anytime, Anywhere
Technology is a Burden (e.g. CRM)	Technology is a Sales Enabler
Count Every Activity	Measure Advancement or Results of Activities
Forecast Probability	Forecast Predictability
Pipeline Volume	Pipeline Shape and Velocity
Mass Prospecting	Targeted Prospecting Using Networks and Communities
Power	Influence
Event-Based Learning	Change Management

InfoMentis Sales 2.0

Sales 2.0 is the successful blend of a collaborative sales process with enabling technologies to better align all parties involved in the buying process. For sales organizations, there is value in compressed times, clearer messages, and more—and larger—wins. Customers will achieve the tangible business results promised with the solution that you jointly create.

For many companies who are in the process of migrating from a Sales 1.0 to 2.0 environment, this is a fundamental shift from selling solutions to customers to collaborating with customers to help them achieve business value from using the vendor's solutions.

Sales Offerings

Representative List

Personal Sales Effectiveness
Develops individual skills in the understanding of buyers' business and personal drivers, matching your solution components to these requirements and delivering the message to your buyers in a compelling, competitive manner.

Consultative Conversations
Examines the importance of understanding business from an executive perspective and the critical role it plays in formulating and developing long-term trusted relationships. Focuses on developing a plan with the appropriate research, messages, strategies and tactics to reduce risk and significantly improve your success rate in getting and conducting conversations that your clients will perceive as consultative.

Opportunity Qualification
Ensures that you and your prospective customer are moving along your selling and buying processes at the same pace with the same results. Lack of alignment is one of the biggest mistakes made into today's selling world. Each of these processes is inwardly focused to you and your customer. This means that all activities and checkpoints are in place to ensure your sales team has performed their tasks in a stage of the sales process and the same is true for the customer organization.

Account Planning and Management
Examines how to improve strategic planning and execution skills for teams who interact with and manage large, complex account relationships. Focuses on helping the team understand the industry issues and mega trends affecting large-scale customer behavior, how the customer's business strategy will enable or prevent corporate success, and how the strategic account team's knowledge and behavior differentiates your organization and enables a predictable revenue relationship with the customer in context of executing a strategy to win.

Prospecting Excellence
Examines how to improve the skills sales professionals responsible for uncovering new business opportunities need. We focus on increasing the effectiveness of your business development professionals by providing a systematic approach to business development which includes uncovering, developing and closing new revenue generating opportunities.

Effective Meeting Management
Provides participants with the practical step-by-step tools, techniques and skills needed to plan, coordinate and facilitate internal and external meetings that consistently deliver superior results. Effective Meeting Management is designed to help professionals become more effective communicators and leaders.

Team Presentation Skills
A process, framework and tools that enables your team to develop and coordinate the essentials of consistently delivering a compelling message that communicates differentiated business value.

A Representative List of InfoMentis Sales Clients:

- Oracle
- McKesson
- PNC
- Maritz
- Informatica
- GXS
- Compuware
- Advent
- NetSuite
- Fiserv
- CA
- Progress Software
- Tibco
- Salesforce.com
- Dun & Bradstreet
- Epicor

What Our Clients Have Said:

"I've been through many of these sales training courses over the years and I've come to learn that the instructor makes or breaks the class. I felt our instructor was great. He brought a lot of horsepower to the table, i.e. experience, stories, etc."

Sales Rep. / Oracle

"The tools provided were really good - I will use them to better communicate with other account managers."

Account Manager, Cognos/IBM

"Execution is the key and InfoMentis has provided me with a great vehicle."

Account Executive, NetSuite

"Materials tie very well to the Revegy tool. Good training is only as good as its use when put into practice. You have given us the content as well as the tools to do so. I plan on using Discovery Maps with all of my clients."

Sr. Account Manager, GXS

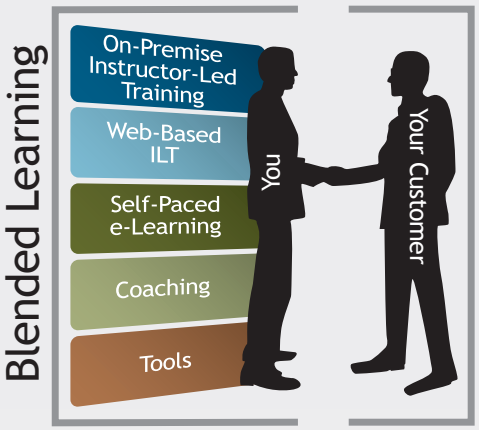
DemoTechniques
Introduces tools and techniques and a process for turning features and functions into competitive business solutions that are relevant, meaningful and compelling to your prospective customer. This D.E.M.O. (Delivery Exactly Matching Opportunity) process encourages your team to focus on the customer's Key Business Requirements and to link these requirements to your offerings while consciously positioning you ahead of the competition.

Selling Professional Services
This program explores ways to improve execution of the sales and business development processes. You will better understand how to develop tactical plans for selling and delivering intangible services to complex business organizations.

Discovery Techniques
Fine-tunes skills for uncovering key information needed to build strong solution value from the "eye of the buyer". Stresses the keys to effective information gathering and interviewing methods to better compete and shorten the sales cycle.

Competitive Techniques
Offers techniques for communicating the competitive advantages of a solution to a prospect in a memorable and meaningful way and remain steps ahead of the competitors. You will improve confidence and effectiveness in articulating your competitive strengths and defending against competitive traps.

Opportunity Strategy & Management
A complete framework for collaboratively managing a sales cycle and executing the key components essential to develop a successful sales strategy, business value and messaging and the supporting competitive tactics that improve win rates and forecast accuracy.



InfoMentis Can Help You Get There!

InfoMentis has the experience, tools and expertise necessary to move your sales operations from good to great even as competition increases.

About InfoMentis
InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.

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