

## 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.*

Based on our experience with best practices and working with clients such as Oracle, NetSuite and Cognos/IBM, we have determined that there are four primary attributes in a successful Sales 2.0 environment:

### 1. Content Advancement -

- Moving to the Collaborative Sales Process
- Using Collaborative Tools
- Employing a Customer-Success Driven Methodology
- Creating Configurable Skills Content

### 2. Modality -

- Blended learning approach which is rooted in the idea that learning is not a single event but a continuous process, leveraging a combination of traditional on-premise and innovative modalities such as our Web-Based Instructor-Led Training.

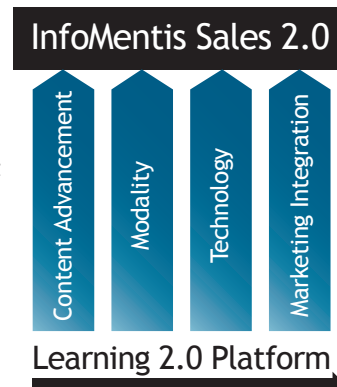
### 3. Technology -

- Using Web 2.0 software to support and enable the collaborative sales process, sharing information between sales and customers, and within the sales organization.

**Learning 2.0 Platform** - Leveraging 2.0 technologies and moving from a hierarchical learning model to one that allows people to learn in their own way, in their own time, creating self-motivated, life-long learners.

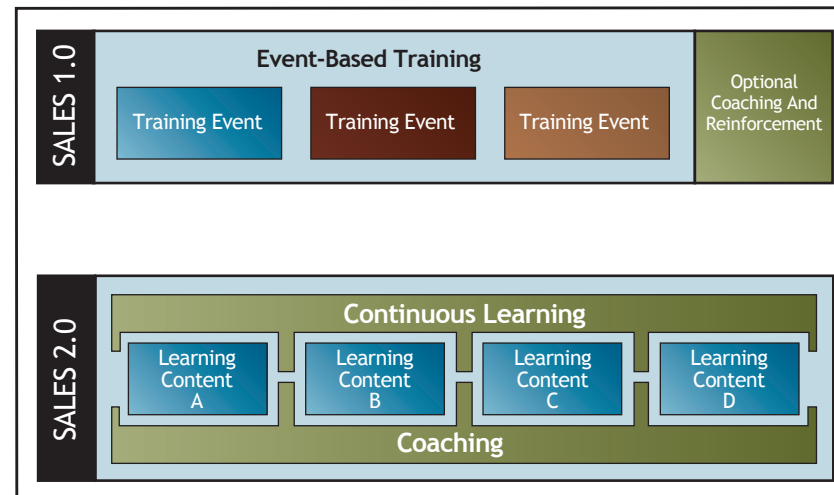
### The benefits of Sales 2.0? Real examples from our customers:

- Win rate increases of 60% on coached deals vs 30% on those which were not coached
- Increased win rate from 24% to 48% in one quarter
- 95% forecast predictability accuracy
- 45% increase in overall sales revenue
- 40% increase in rep productivity – revenue per rep
- 3-5% maintenance revenue increase
- Elevated customer satisfaction and relationships
- Decrease ramp time by 2-3 months with marketing integration
- Compression of time – coaching, analyzing, preparation
- Reduced deal slippage



## InfoMentis Sales 2.0 Blended Learning Modalities:

- InfoMentis-Led Instructor-Led Training
  - On-Premise
  - Web-Based
- Client-Led (T3 / train-the-trainer) Instructor-Led Training
  - On-Premise
  - Web-Based
- Self-Paced e-Learning
  - MentisWare
  - InForce
- Coaching and Reinforcement
  - On-Premise
  - Web-Based
- Video and Podcasts



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mindshare momentum



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# SALES 1.0

# InfoMentis SALES 2.0

# How We Deliver

Rigidly Following a Sales Process

Align With the Buying Process

- Buyer Alignment Process
- Customer Driven Milestones
- Flexible Activities, Skills, Tools
- Entire Customer Life Cycle
- Verifiable Outcomes

Controlling What the Buyer Knows

Buyers Well Informed

- High-Yield Questions
- Consultative Conversations
- Discovery Models
- Discuss Solution Model

Wall Between Marketing and Sales

Integrated and Interdependent Marketing and Sales

- Quick Reference Guides
- Survival Guides
- Field Guides
- Competitive Playbooks
- Wallet Cards
- Content Integration

Selling Solutions

Customer Success or Results

- Solution/Discovery Mapping
- Strategic Mapping
- Executive Mapping
- Relationship Scorecards
- Joint Evaluation Planning
- Business Planning

Control

Collaboration

- Collaborative Tools
- Collaborative Planning
- Collaborative Technology
- Collaborative Process
- Team Selling

High Efficiency vs High Touch

High Efficiency AND High Touch

- Collaborative Tools
- Collaborative Planning
- Collaborative Technology
- Collaborative Process
- Team Selling
- Buyer Alignment

Volume vs Relationship

Relationship Drives Predictable Volume

- Collaborative Business Planning
- Influence Mapping
- Relationship Gap Analysis
- Joint Evaluation Planning
- Consultative Conversations
- Communication Styles

Travel, Meeting, Schedule Hassles

Engaging Anytime, Anywhere

- Web Demonstrations
- Conference Call Selling
- High Value Business Development

Technology is a Burden (e.g. CRM)

Technology is a Sales Enabler

- Revey – Customer Collaborative Application

Count Every Activity

Measure Advancement or Results of Activities

- Buyer Alignment
- Verifiable Outcomes
- Milestones

Forecast Probability

Forecast Predictability

- Risk Assessment
- Coaching
- Sales Performance Office

Pipeline Volume

Pipeline Shape and Velocity

- Managing the Business of Sales
- Coaching
- Collaborative Business Planning
- Pipeline Analytics

Mass Prospecting

Targeted Prospecting Using Networks and Communities

- High-Value Business Development
- Segmentation

Power

Influence

- Influence Mapping
- Networks and Communities

Event-Based Learning

Change Management

- Momentum
- JIT Learning
- Multi-Media Learning
- Applied Learning
- Blended Programs
- Web-Based ILT