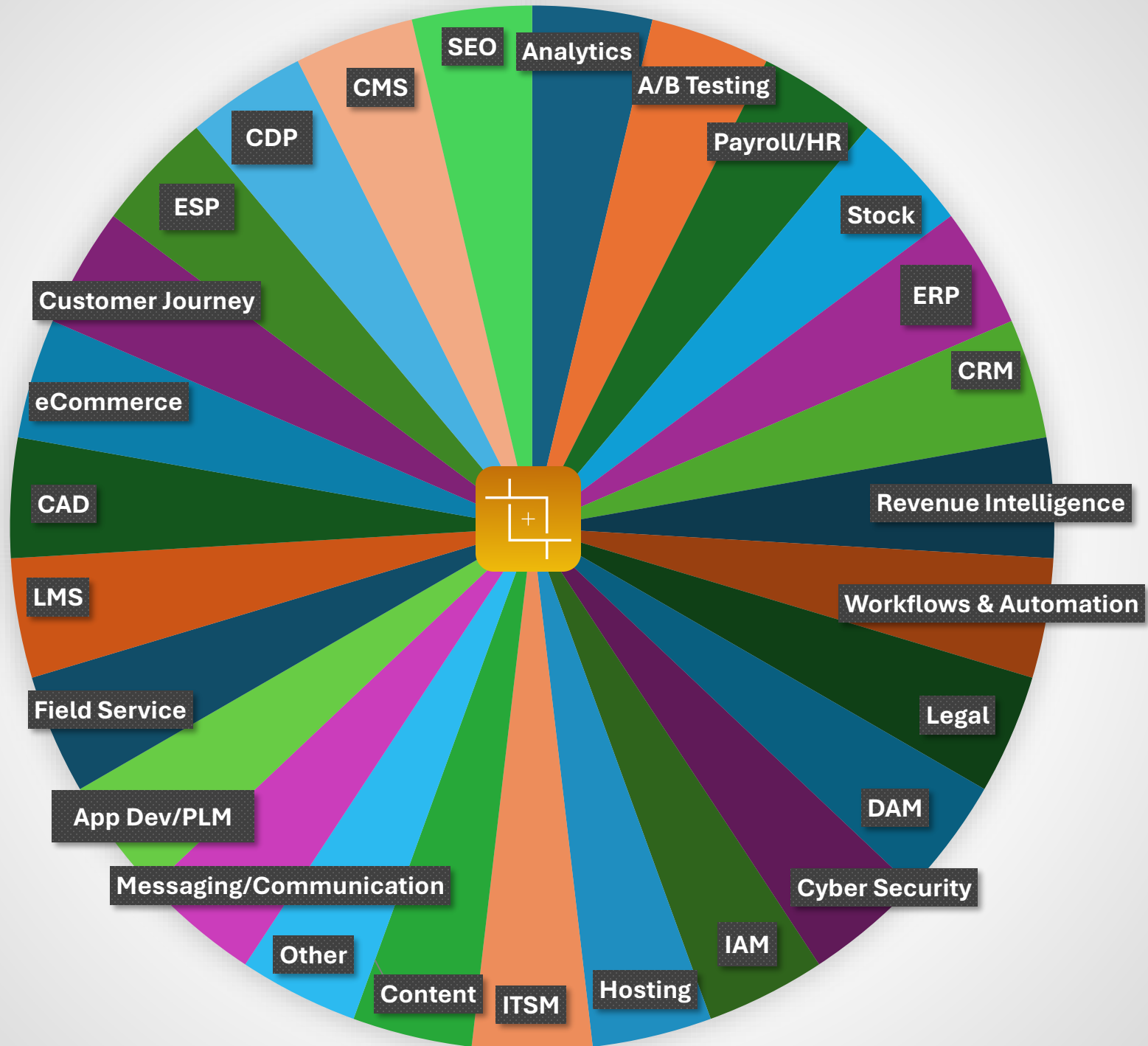


# SaaS Plus Consulting

- License management
- User add/delete
- User privileges
- Password Assistance
- Automation Opportunity
- Spend Analysis
- Bi-lateral data movement Analysis
- Adoption Analysis



CRM Optimization  
Sales Stage Analysis  
Territory/Quota Planning  
Opportunity Relevance Analysis  
Win/Loss Ratio Analysis  
Sales Strategy Planning



Divvying up the SaaS pie can get complex...

Let's make sense of it for your

- SaaS Consolidation
- SaaS Selection
- SaaS Administration
- Sales Operations
- CRM Health
- CRM Stage Management
- Opportunity Hygiene
- Performance metrics/analytics
- Territory Planning/Quota Design/Vertical/Geography Tiering
- RFPs/Account Plans/Org Charts
- Sales Risk Mitigation
- Q Day1 call vs Q day 90 Actual
- Land/Expand Planning
- Adoption/Adaptation scores
- Architectural Reviews, Best Practices, Road Map Sneak Peaks
- Renewal Management
- Customer Service Surveys
- Genuine PipeGen 4X Quota ratio
- Opportunity Closed Won Ratios
- Teamwork: Marketing, Sales, Scoping, Scaling, Implementing
- Investor confidence revenue planning and forecasting
- Sales Training
- MEDDPICC, Solution & Value Selling et.al.
- OTC Planning
- SPIFF Reality
- Internal Directories/Who's who.
- Sales Partner/Implementation Partner Management and scoring
- Back to basics management
- Intelligent onboarding personnel/customers
- Intelligent employee/customer
- reviews
- Employee/Customer retention
- Enunciate differences in product from competitors
- Pricing and Margin analysis
- Healthy Account Churn (Bill Parcels Model)
- Sales Risk Mitigation
- Forecasting
- Call vs Actual
- Opportunity Hygiene
- Opportunity Slippage
- Customer Relationship Intelligence
- Buyer Intent
- Value Selling
- SPIFF Planning
- Pricing/Margin Analysis
- Opportunity Won/Lost Ratios/Analysis
- Renewal Planning
- Land/Expand Planning
- Live Product Performance Analysis (Adoption scoring)
- Architectural Reviews, Health Checks, Roadmap sneak peaks
- Sales/Partner/Implementation/Live Performance Scoring
- Production differentiation enunciation
- Define sales patches early with scale in mind
- SaaS Best in Class vs Platform
- SaaS expansion vs Retraction
- When/How to renegotiate SaaS terms
- Workflow Automation
- Digital Asset Management
- SaaS Integration planning

**Optional Services Available**

## Value Selling Methodology

four simple ways you can pinpoint the value you provide to your clients

### Money Made

With business value selling, you can heavily focus on additional money your product or service will help the prospect make. If your offering will help them earn \$100,000 quarterly, that's a clear, numeric value that will appeal to many companies.

Different industries and potential customers have varying levels of risk tolerance. Suppose you can prove that you can significantly, demonstrably reduce the risk the prospect's company may face. In that case, you can get a strong response from risk-averse groups.

### Risk Reduced

### Money Saved

Saving money can be even more valuable than earning money. If you have an offering that will help your potential customers save money, emphasize those numbers to take advantage of their tendency to avoid loss.

Sometimes, you provide value you think is worthwhile but which can't be summed up in a number. This type of value is still important, but it's best paired with quantitative value. If qualitative improvements are your primary offering, you will need to lean heavily on your prospect's current pain points and demonstrate the value of relieving those issues.

### Qualitative Value

## The Five Profiles of Sales Professionals



Gartner

## The Challenger Sales Choreography



### #1 - The Warmer

Build rapport and establish your understanding of the prospect's organization, their needs, and problems. When you speak directly and precisely about a prospect's exact pain points, you'll establish credibility by clearly showing that "you get it." Your specific product or service won't be the focus of this step and might not come up at all.

### #2 - The Reframe

During the reframe, you look at the deeper problem below the more surface-level problem the prospect is aware of. Show them why the current solution they are pursuing won't cut it. This step aims to get them to say or think "I've never thought of it that way before."

Challenge their current perspective by identifying misconceptions and shifting their focus to the new, more effective methods they could use. While this stage does require a certain degree of focus on the conversation, it's important to note that this isn't a 50/50 between your sales rep and the prospect but rather between the status quo and the new perspective shift.

### #3 - Rational Drowning

As the "left brain pitch," Rational Drowning refers to making an overwhelming case for your approach to solving the prospect's problem, with data and numbers to back it up. This might include data like the amount of money typically wasted, the numerical size of a particular opportunity, the % success rate of some initiative, target market stats, etc.

### #4 - Emotional Impact

Next up is the "right brain pitch." This is when you make the emotional case. You can't optimize your sales by making an analytical pitch alone; you must also get the prospect's emotional buy-in. The easiest way to do this is through a storytelling approach, describing anecdotes that correspond with the prospect's pain points and needs or ones that correspond with these 6 sales process stages (describing from a customer's perspective).

### #5 - The New Way

This is when you start to map out your better approach to the problem. This stage shows them that a really good solution exists and how the problem can be solved. Identify for which features are included and how they can take action now and in the next steps. That means you aren't reintroducing your product or service yet but instead painting a clear picture of how their problem can be solved in a new and better way.

The ultimate goal in this step is to educate the prospect about the ideal solution to their problem in general (which your product/service would align with). This will the prospect of being sold on your solution before your specific product or service is even mentioned. They are bought in and ready to go, just waiting for the details how they can pull the trigger.

### #6 - The Solution

Now for the easy part - pitch your product or service. If you've done all the previous stages properly, all that's left is to connect the dots between their problem, the ideal type of solution, your specific product, and 2) give them the details of the offer with a call to action for them.

## SANDLER

SOLUTIONS WHO WE SERVE ABOUT INSIGHTS LET'S CONNECT

### 01 Establishing Bonding & Rapport

Develop equal business stature and encourage open, honest communication.

### 02 Setting an Up-Front Contract

### 03 Identify the Prospect's Pain

### 04 Uncover the Prospect's Budget

### 05 Identify the Decision

### 06 Present Your Fulfillment of the Agreement

### 07 Confirm the Post-Sell Process

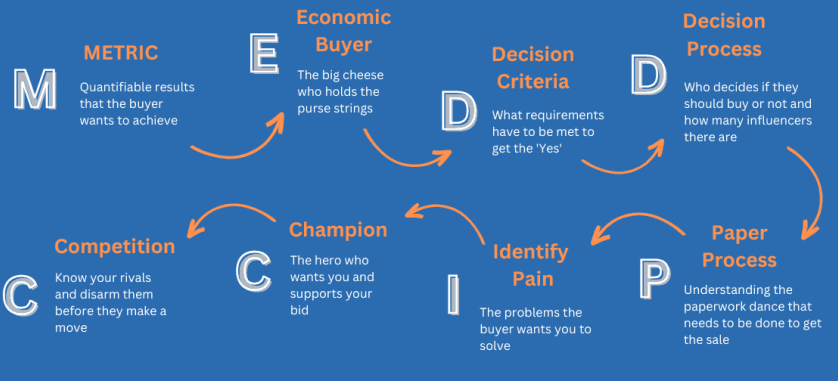
Close More Sales



## Sandler Selling System Flywheel

Sandler Selling System is a seven-step system for successful selling. It's a low-pressure, consultative selling approach that puts you, the salesperson, in control of the discovery process.

## MEDDPICC Sales Qualification Methodology



The Sales Process can get complicated quickly, having a solid plan can alleviate a ton of burden