

INSERT LOGO

Business Development Plan

Manager Business Development

<presenter name>

<Email>

<Date>

Executive Overview

- Prospecting processes and philosophy fluctuate between markets
- Prospecting activity was less than 10% of total activity last year
- Prospecting in non-named accounts yielded 2.5% of total sales last year
- The average annual sales for a prospect converted to a named account in last year was less than \$8,000 (which is less than our cost to acquire)
- Identifying 2,000 prospects is a good first step this year
- Within the 2,000 prospects we now need to identify decision makers, pain-points, event triggers and additional information needed to mature a lead into an actionable sales opportunity



Determine the best strategy and tactics to ensure high potential prospect opportunities are actively worked by sales

Visibility is limited in the prior year prospect pipeline

- No/limited market visibility
- Unstructured process
- Little/no control of leads entering the sales pipeline

Unknown total # of Prospects

Prospecting Activities

4,301 average per month

Prospects Converted to Named Accounts

Corporate Identified 203
Field Identified 858

\$9.7MM

Implications

- ✓ No analytics-based target marketing
- ✓ No market visibility at top of pipeline
- ✓ Non optimal matching of resources with sales pipeline activities
- ✓ Limited specification of lead quality, depth, relevancy
- ✓ Non-systematic opportunity provisioning



No predictability in management of the prospect pipeline

Some structure has been added to the our current prospect pipeline and this is huge progress

- Limited market visibility
- Some Degree of Structure
- Limited control of leads entering the sales pipeline

2,000 Prospects are known

Prospecting Activities

5,022 average per month (new run rate)

Identified Prospect Opportunities

118 valued at \$22.4MM

Prospects Converted to Named Accounts

Corporate Identified 2000
Field Identified 200

Goal: \$45MM

Implications

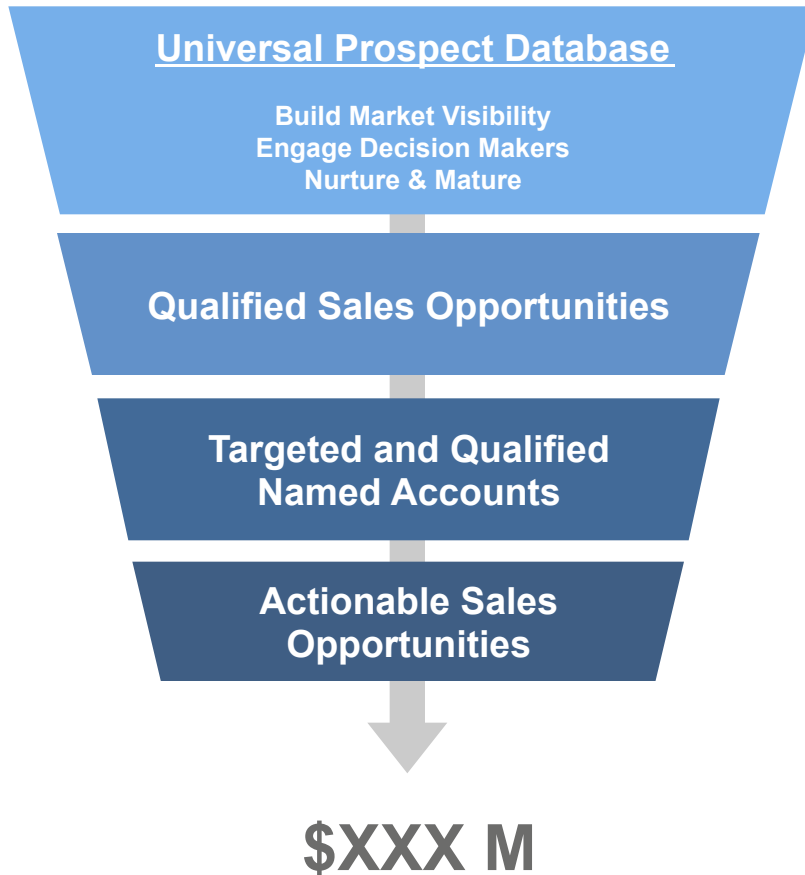
- ✓ Some analytics-based target marketing
- ✓ Some market visibility at top of pipeline
- ✓ Non optimal matching of resources with sales funnel activities
- ✓ Limited specification of lead quality, depth, relevancy
- ✓ Non-systematic opportunity provisioning



Limited predictability in management of the sales pipeline

Optimal prospect pipeline management would require further refinement and process

Optimized Prospect Pipeline



Results

- ✓ Analytics-based target marketing
- ✓ Market visibility at top of funnel
- ✓ Optimal matching of resources with sales pipeline activities
- ✓ Full specification of lead quality, depth, relevancy
- ✓ Systematic opportunity provisioning
- ✓ Ability to “throttle up and down” based on sales objective

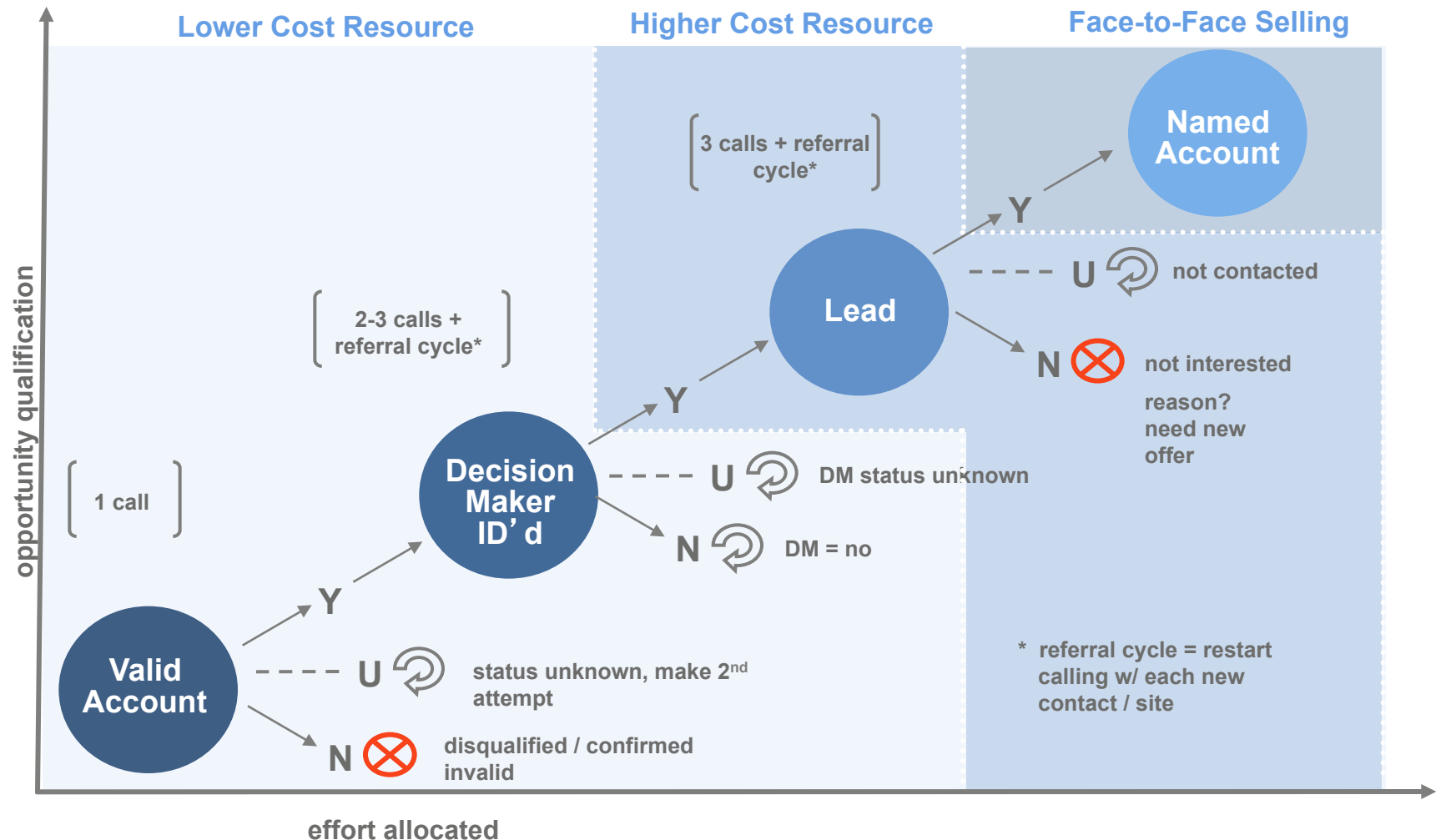


Predictability in management of the prospect pipeline

Due to the poor conversion rates in the current Tech Solutions pipe, we could test other prospecting ideas

Sales Stage	# of Opportunities	Value of Opportunities	Average Value
Identify Opportunity	656	\$246.2MM	\$375K
Solution Proposed and Presented	179	\$66.4MM	\$371K
Pending Sale	21	\$9.0MM	\$429K
Closed Win	9	\$6.7MM	\$744K
Implement and fulfill	163	\$32.6MM	\$200K
Total	1,028	\$360.9MM	\$351K

Lower cost resources can efficiently support prospecting and increase conversion



Let's stop and discuss what we have learned...

- Are we happy with the direction of prospecting?
- What further data do we need?
- Identify and prioritize our pain points
- Set next steps

We must identify a cross-functional team to further define our Business Development Strategy

Field

Go Get' m – Field Lead
TBD – Exec Sponsor
TBD – Sales Director
TBD – Sales Manager
TBD – Account Executive
TBD – Operations Manager
TBD – Sales Manager

Home Office

Mo Mentum – Corporate Lead
TBD – Exec Sponsor
TBD – CRM Team
TBD – Training
TBD – Marketing
TBD – Sales Support

The team should be divided into sub-groups to facilitate strong pre-work discussions

Sub-Group	Current Tools and Process	Optimal	Field Team	Home Office Team
Identify Potential New Named Account	<ul style="list-style-type: none"> • Corporate Leads • Rep Identified • Prospecting CD • One Source 	TBD	TBD	TBD
Research and Qualify	<ul style="list-style-type: none"> • Internet • Marketing • Selling Basics 	TBD	TBD	TBD
Sales Process	<ul style="list-style-type: none"> • Siebel Processes • Sales Training 	TBD	TBD	TBD

We must be ready to launch a measurable pilot program by the end of Q1

