

THE BUSINESS CHALLENGE

Business drivers are changing.

Historically the road to success for most organizations has been through cost reduction and operational efficiency. Sales teams have grown accustomed to approaching solutions from that angle. However, in the past few years, organizations have squeezed as much efficiency into their operations as they can and are beginning to refocus on new strategies. In a recent study performed by Empiric Corporation, 3,000 business units from over 300 corporations ranked competitive advantage and market position a whopping 65% of total contribution to a company’s overall success, while operating efficiency came in at only 15%. It means that they need to change their approach and rather than focusing on operational or financial benefit, begin to think how to affect each of your customers’ stakeholders and their ability to impact the organization’s profitability. While the financial indicators are still a critical business driver of your customer’s organization, to some of your customer’s business decision makers, cost isn’t the only factor.

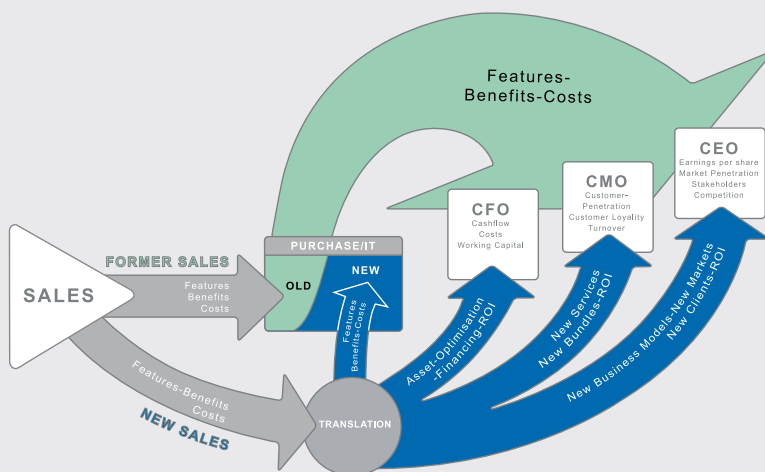
A CEO will look at keeping shareholders happy. A CFO will keep an eye on costs and profitability. A CMO wants to increase customer satisfaction and a COO will focus on improving operational efficiency. Each of those are critical goals and each will, in one way or another, improve the health and profitability of the organization.

Trying to sell your solutions in a ‘one size fits all’ scenario in this environment will be counter productive.

WHAT DOES THIS MEAN TO YOUR SALES TEAM ?

It means that they need to change their approach and rather than focusing on operational or financial benefit, begin to think how to affect each of your customers’ stakeholders and their ability to impact the organization’s profitability.

ENABLE YOUR SALES FORCE TO EFFECTIVELY SELL ROI



A unique method of helping your sales and marketing team evaluate and visualize where your products and services impact your customers’ most critical business drivers. Profit Storm teaches your sales teams not only to link the tangible benefits but also to relate the intangible benefits of your solution with the customers’ business objectives.

By using these methodologies your sales teams will be able to convey complex solutions and their impact to each of your customer stakeholders’ in a clear and inspiring way.

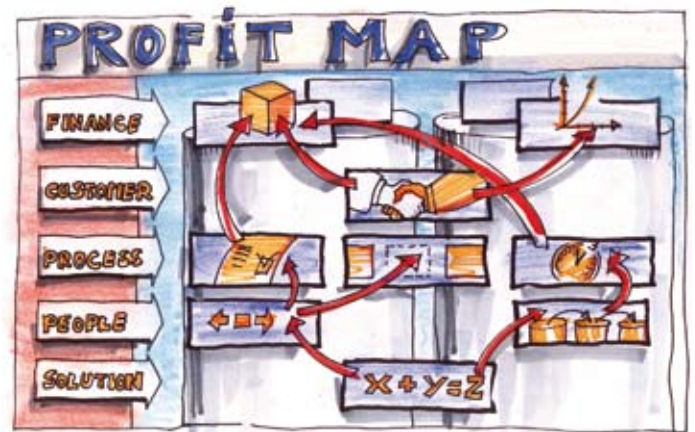
PROFIT MATRIX

Using the Profit Matrix, an analytical and solution-based process that leverages NewLeaf Partners' unique and interactive learning methodology, your sales team will learn how to sell profit. Here's how:

1. *The NewLeaf team will help your sales team develop a roadmap that identifies each customer's/stakeholder's objective, what's driving that objective, how it will be addressed, and the payback or consequence of taking that action.*
2. *Based on that information, your sales team will build a matrix, using key performance indicators that will help them rank each stakeholder's objectives in terms of ease of implementation, risk and value, and link the benefits of your solution to the specific goal of each stakeholder*

PROFIT MAP

Finally your sales team will learn how to create a Profit Map. Profit Map is a tool that helps them visualize the total impact of the solution on your customer's organization. Profit Map allows your sales team to communicate your solution to the customer using storytelling and visuals that let them 'see' the solution, rather than dull, dry presentations that make them guess.



RESULTS

- Link sales execution with marketing strategy
- Focus on value creation. Qualify and build your value proposition in CXO-language using meaningful and measurable financial benefits
- Clearly communicate tangible and intangible ROI of your solution to your clients
- Shorten and ease buyers' decision process
- Reduce transaction cost. Satisfy more clients in a profitable way