



## Why is this important?

- ▶ Selling high value software solutions is difficult
- ▶ The market is typically competitive and buyers look to drive deal sizes down
- ▶ Disciplined selling increases the probability of success and the deal size

## What are the deliverables?

- ▶ Revised sales process in line with best practice high value solution sales
- ▶ 30 day activity plan focused on short term pipeline opportunity
- ▶ Skills gap analysis
- ▶ Comp plan recommendations

## What questions can be answered?

- ▶ Does my account planning process support large account selling?
- ▶ Can I grow my sales productivity with the current team?
- ▶ How do I change the focus of my sales team?
- ▶ I've closed all of our big deals. Why can't my sales team do it too?
- ▶ Am I leaving money on the table?

## What is the Trinamo approach?



<b>ACTIVITY</b>	Senior management interviews	Agree implementation plan	Install new sales process
	Data request & desk research	Map to Best Practice	Drive 30 day activity plan
	Review sales tools	Implementation workshops	Monitor
	Audit sales team	Current opportunity review	
<b>OUTPUT</b>	Data file	Training plan	Focused sales effort
	Gap analysis	Short term opportunity focus	Best practice processes
	Syndication workshop		More sales!