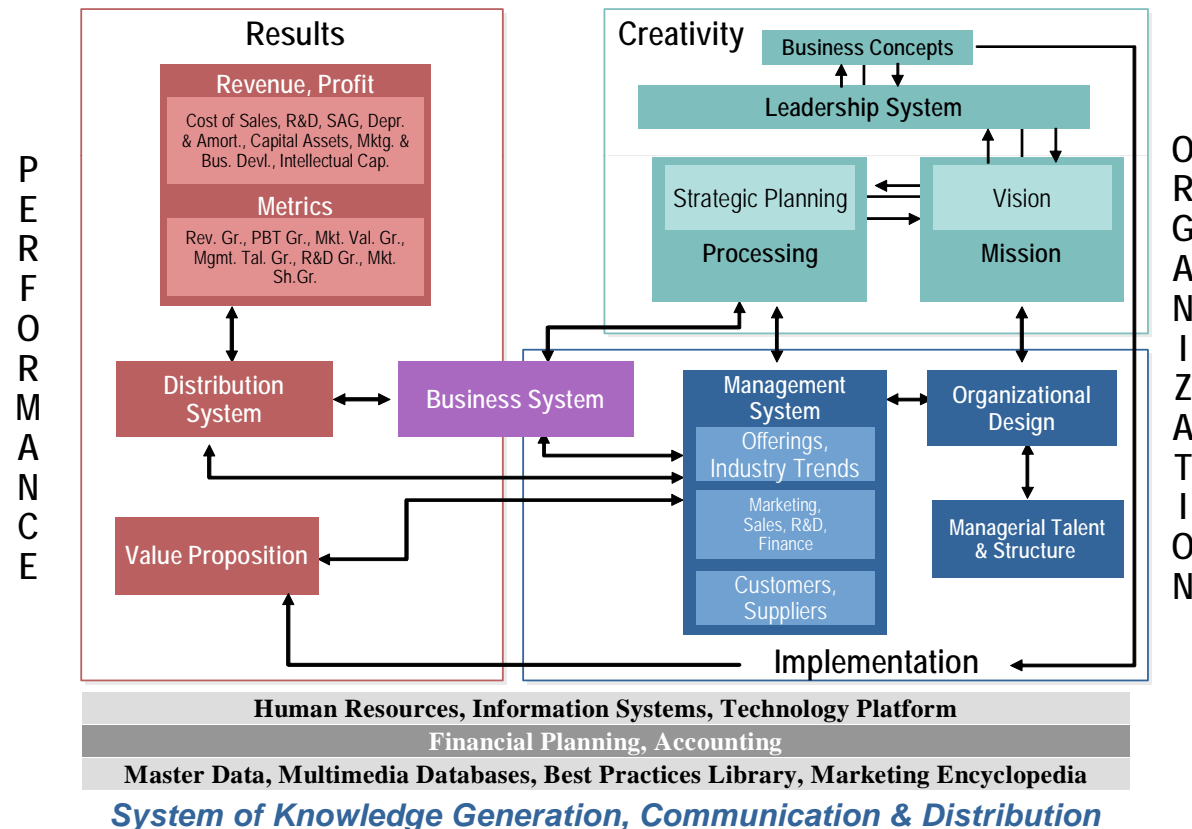


- We have patented a value enhancement method and system
- Demand creation is a subset of value enhancement, and CRM is a further subset of the demand creation model – and we understand CRM
- This positions NVal to uniquely add value to your CRM initiatives from a business perspective

## *Value Enhancement Model*





# 4 Steps to Developing the Sales Process

- We bring **unique value to clients**
- We use a **4 step process** as shown in the next four slides to **map sales processes for maximizing sales productivity**

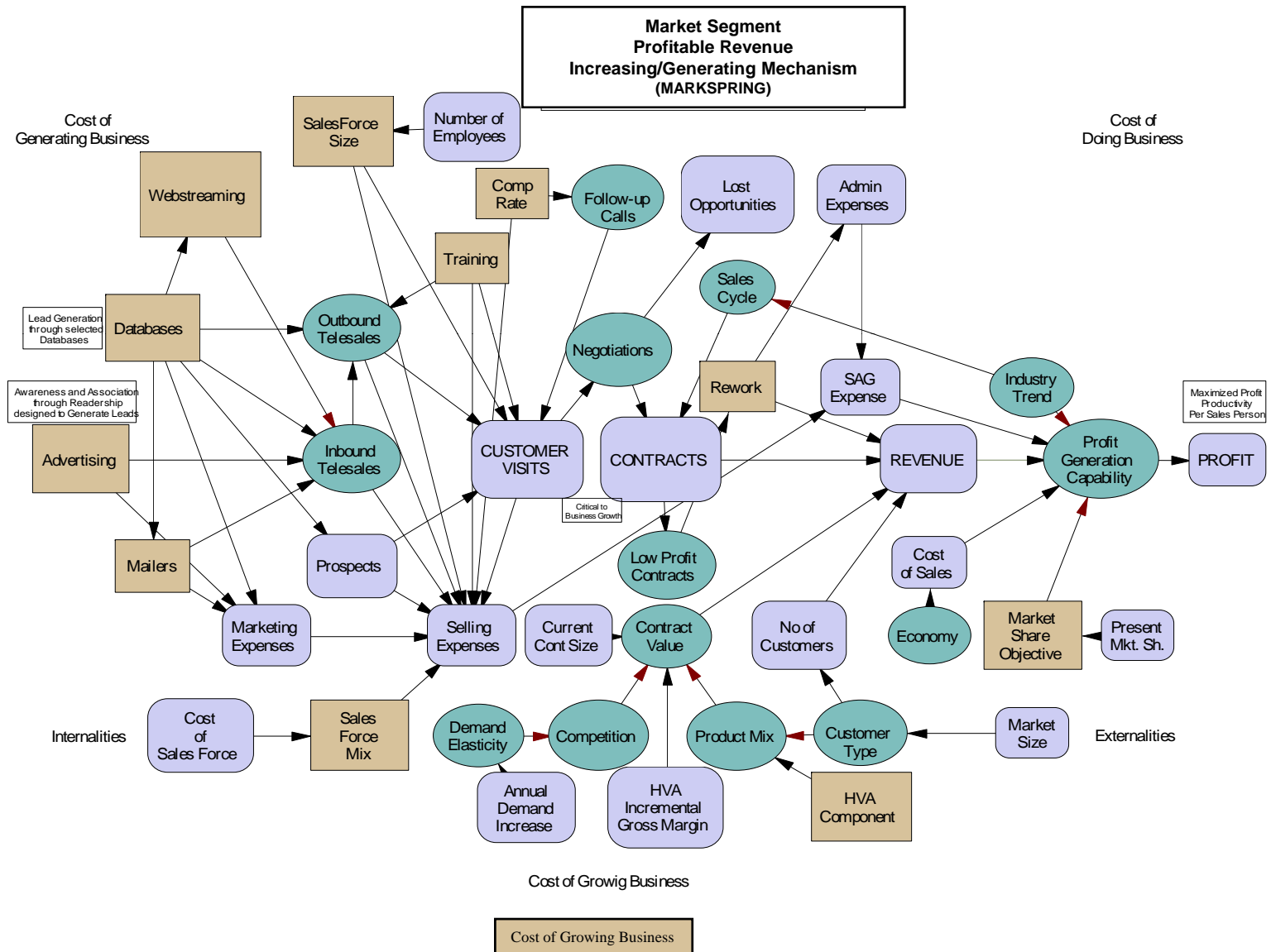
NVal assists clients with mapping of their sales processes by:

1. Taking a holistic view based on a patented enterprise value enhancement approach to understand the demand creation model
2. Assessing the **customer approach** to identify the target market, maximize coverage opportunity in the territory or density ring, and streamline all customer communication channels for greater effectiveness
3. Developing an engagement model based on an assessment of the customer approach, and
4. Mapping the **sales process**, defining the relevant steps of the **sales cycle**, identifying sales activities and triggers essential for closing with enhanced sales productivity, and determining the key sales objectives and appropriate metrics for tracking



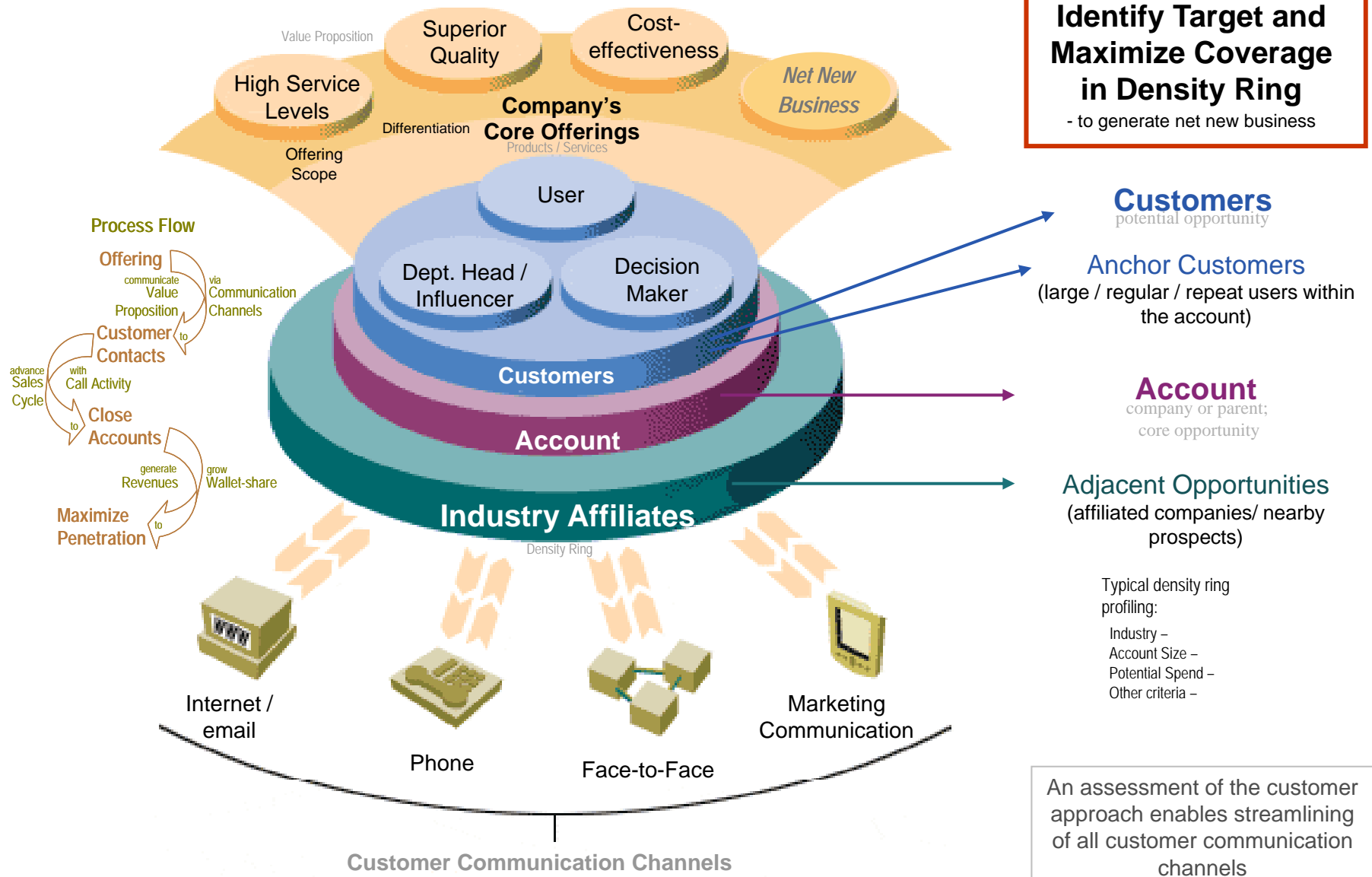
# Demand Creation Model

STEP 1. We determine which of these several links to the demand creation and profitable revenue generating mechanism are critical



# Customer Approach

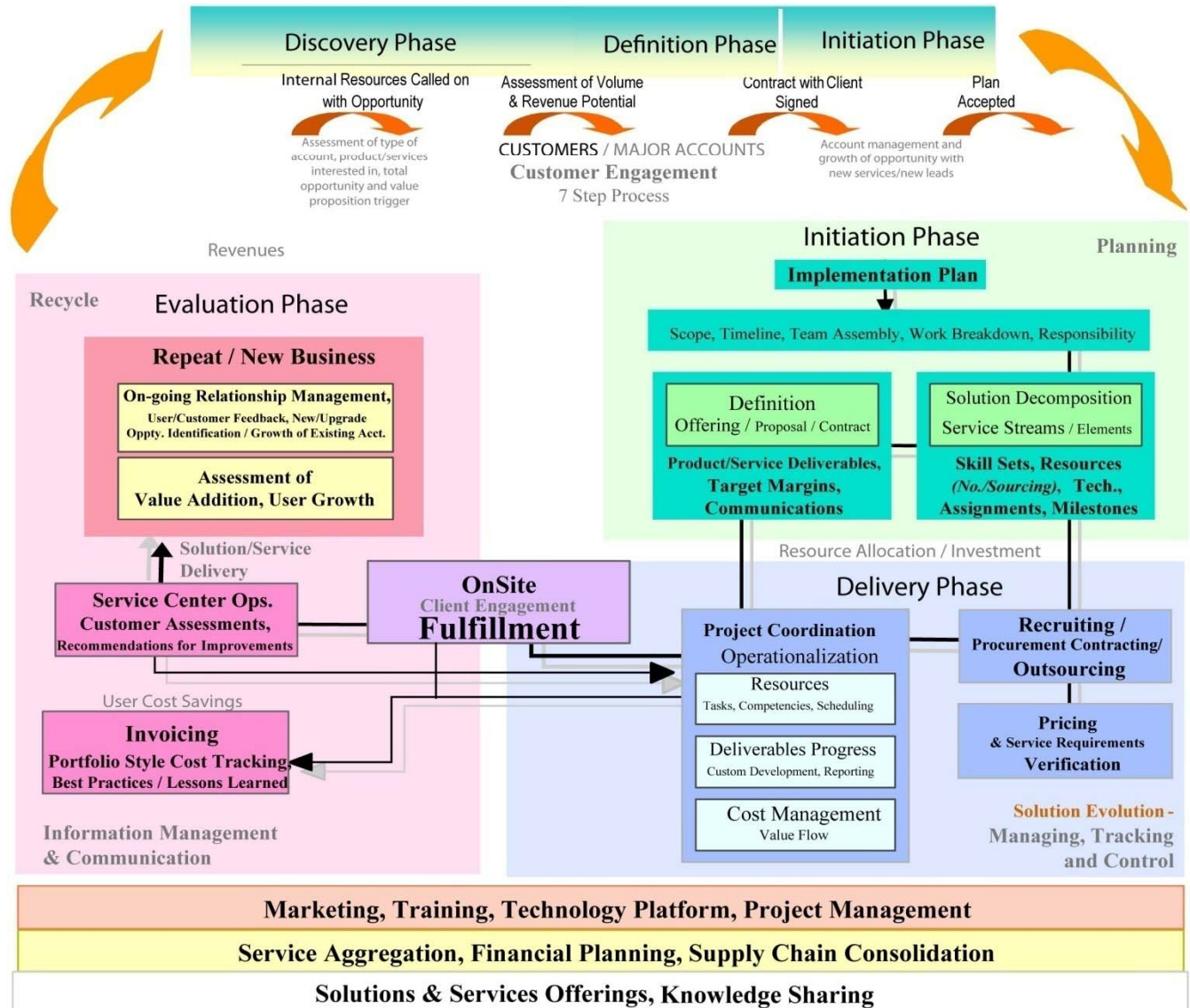
STEP 2. Once all the relevant links are established, we try to better understand the customer approach





# Engagement & Implementation Model

STEP 3. An engagement model is developed based on an assessment of the customer approach in the context of the product/service/solution offering

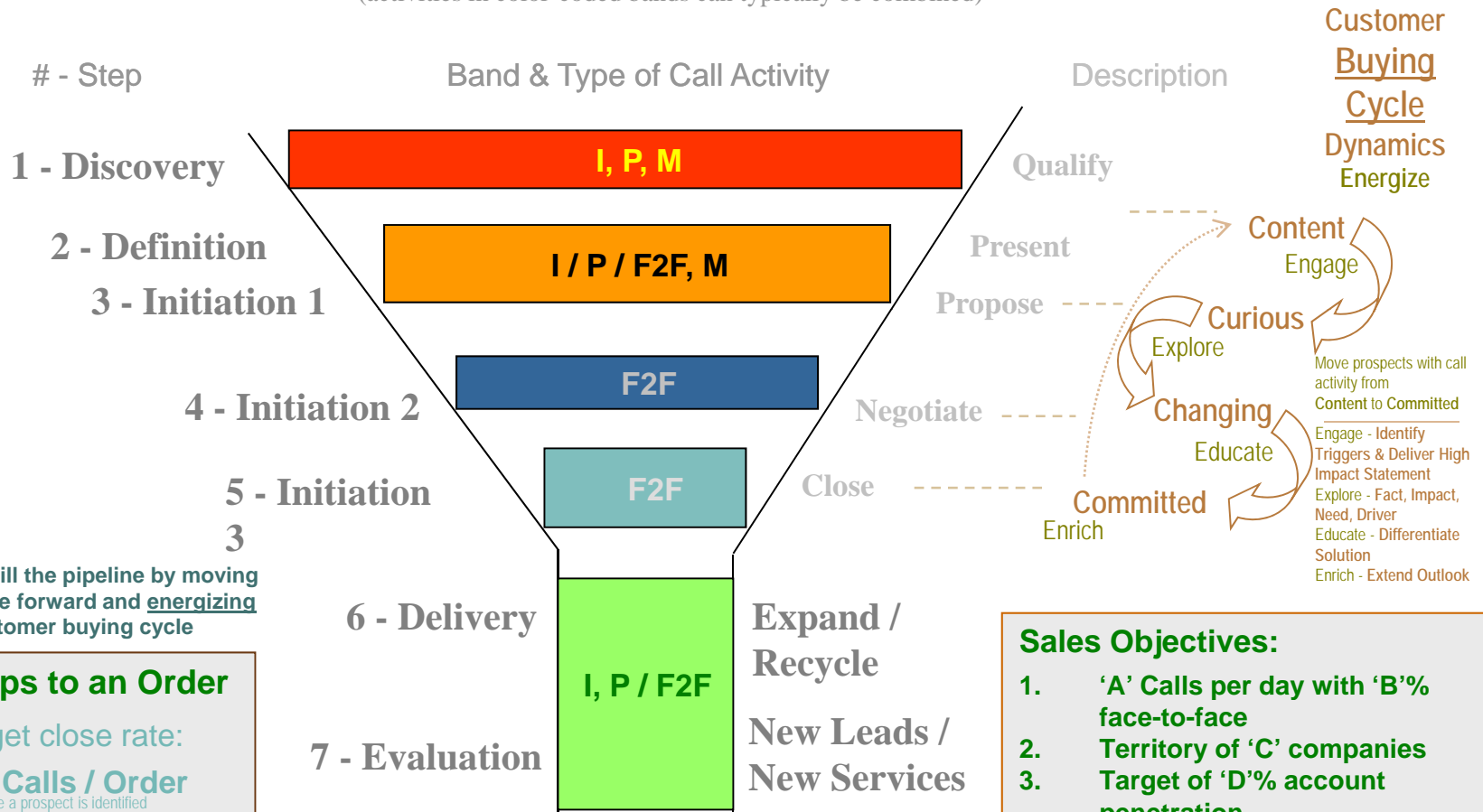




# Sales Process Mapping - Sales Cycle & Call Activity

STEP 4. The sales cycle, appropriate steps, call activity requirements and triggers are set up once the engagement model is confirmed

Consolidated bands most closely resemble the actual sales call type  
(activities in color-coded bands can typically be combined)



The key is to fill the pipeline by moving the sales cycle forward and energizing the customer buying cycle

**'X' Steps to an Order**

Target close rate:  
 <'Y' Calls / Order  
once a prospect is identified  
 (for new users who may need more than one attempt per step)

**'B'% of all Calls to be Face-to-Face**

*7 selling steps consolidated in 5 Bands*  
 Calls on Existing customers for **repeat business, new leads, and/or new services**  
 to be tracked by clicking on the green band

I = Internet/email, P = Phone, F2F = Face to Face, M = Marketing Comm.

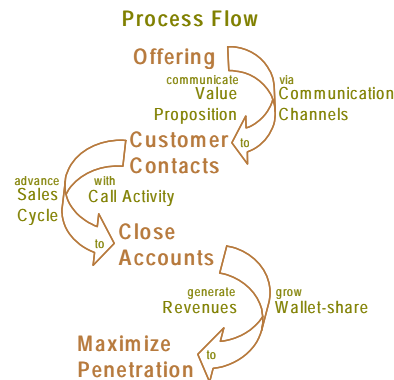
- Sales Objectives:**
- 'A' Calls per day with 'B'% face-to-face
  - Territory of 'C' companies
  - Target of 'D'% account penetration
  - Target of 'E' orders per week/month from each account
  - Target of transaction size >'F' (on average)



# Sales Process -1

- In short, the way we determine the **optimum sales process** in order to **maximize sales productivity** - based on “Customer Approach” and the relating “Sales Cycle”
- The Customer Approach takes into account how the value proposition of an offering is delivered via multiple communication channels to advance the sales cycle with call activity
- The **Sales Cycle is mapped to relevant steps an organization** needs so that the series of necessary call activities to close an account are fulfilled in the right order and tracked to ensure that they correspond with the respective customer buying cycle

## SALES PROCESS



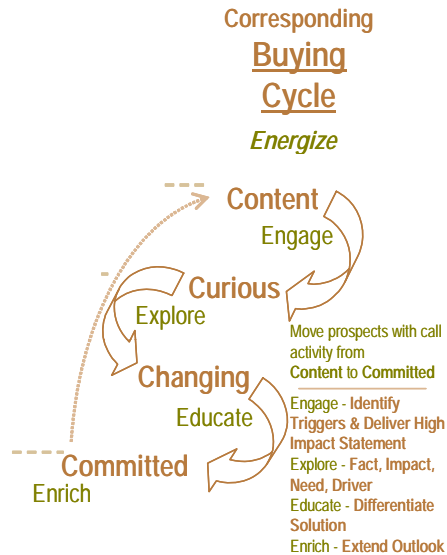
## NVal’s process is based on two key selling principles:

### I. Customer Approach –

This is an important factor in converting prospects to accounts. The “customer approach” consists of a process that includes the following steps:

- (1) communicating the value proposition of the offering to customer contacts via multiple communication channels,
- (2) advancing the sales cycle with call activity to close accounts,
- and
- (3) generating revenues and growing the business to increase wallet share, thus maximizing the penetration of the account.

# Sales Process - 2



## I. Sales Cycle –

It is important to understand the sales cycle in the context of the corresponding buying cycle of the prospect. The “sales cycle” consists of a process that includes the following steps:

- (1) Discovery – where leads are “qualified” after an independent lead generation process,
  - (2) Definition – where qualified leads are “engaged” with “high impact statements” after identifying “triggers” and a “presentation/demo” is made to them so as to take them from the “content” to a “curious” stage,
  - (3) Initiation 1 – where “need drivers” are identified and a “proposal” is made to prospects to move the sales cycle of the salesperson forward and the corresponding buying cycle of the prospect forward from the “curious” to a “changing” stage,
  - (4) Initiation 2 – where the solution proposed is “differentiated” and “negotiations” take place by the salesperson with the prospect as they are moved from a “changing” to a “committed” stage,
- and
- (5) Initiation 3 - where prospects are “educated” on the solution proposed so as to “close” them with a contract/order and enable the corresponding buying cycle to move forward from a “changing” to a “committed” stage.

**The above business process for sales has been translated into technology as modules/tabs inside of SugarCRM.** These unique modules can be customized and utilization of the above process enables a salesperson to better understand the sales process of the company, work coherently with the entire sales team to fulfill company goals and objectives, and automatically and intuitively become more effective with their call activity.