

REVENUE ACCELERATORS

Strategic Selling Brief

<p>Executive Access Increasing face time with senior executives using financially aligned prospecting techniques.</p>	<p>Message Alignment Speak and map technology solutions to senior executive's operational performance gaps.</p>	<p>Deal Funding Rapidly differentiate technology solutions as viable, financially sound business investments.</p>
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FILLING THE PIPELINE WITH QUALIFIED C LEVEL PROSPECTS

Unqualified pipelines create tremendous exposure for vendors. Unbridled sales cycles and rising SG&A lead to further margin erosion; making it near impossible to keep pace with rising capital costs. More so, reps need to quickly and confidently map solutions to both a % reduction in an executive's performance gap(s) as well as a hard dollar lift in operating cash flow. Without this, there are no C level meetings, nor deal funding.

Revenue Accelerator's automated prospecting engine (see Figure 1) and sales enablement services, helps vendors quickly understand key operating issues that drive Sr. executive's decision making process. Built on continuously updated financial data from more than 2.2M companies, it automatically connects solutions to C level pain. This Top down pipeline and deal coaching service helps sales reps align their products to C-level, ensuring more executive face time, successful meeting outcomes, and more qualified pipelines.

As a result, clients typically realize the following in (45) days:

- Increased Velocity:** a 100 - 200% growth in qualified, executive level pipeline opportunities.
- Needed Affordability:** This Sales program is a low cost, monthly subscription model. There are NO upfront training requirements. Typical clients get started under \$2,500, and generate over 200% IRR (on dollars invested).
- Reduced SG&A:** Quickly and objectively rank opportunities based on the fit between your firm's capabilities and a prospect's operational performance needs. Costly pre-sale and travel expenses are minimized, and typically, SG&A is reduced on average 3% to 5% (resulting in an 8% to 10% lift in Operating Income); as a result of both improved opportunity qualification and shorter, Top-down selling cycles.
- Maximum Flexibility:** As a non-disruptive coaching model, Revenue Accelerators does NOT require reps being pulled out of the field to attend expensive off-site training. This subscription model affords the option of suspending and resuming services on a month-to-month basis to help client's meet reduced liquidity and earnings challenges.

The *exclusive* engine that supports Top down selling is **Stratascopes™ Inc.** As a premier partner, Revenue Accelerators uses Stratascopes (www.Stratascopes.com) to provide detailed operational, financial and biographical insight that sales executives can understand and use; aggregated from thousands of sources for over 2M companies.

