

REVENUE ACCELERATORS

Strategic Selling Brief

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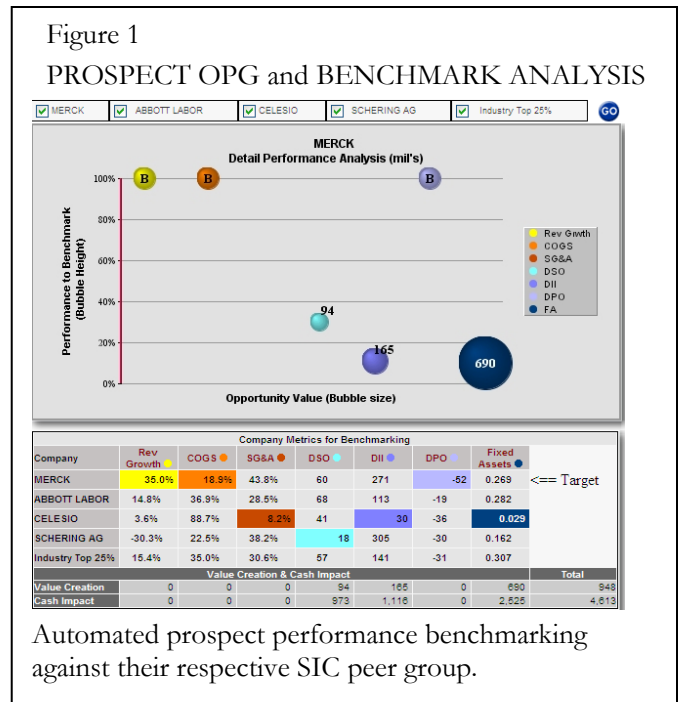
FILLING THE PIPELINE WITH QUALIFIED C LEVEL PROSPECTS

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

With Revenue Accelerators automated prospecting engine (see Figure 1) and sales enablement services, technology vendors can quickly understand the key operating issues that keep executive level prospects up at night. Built on continuously updated financial data from more than 2.2M companies, and automatically connecting solutions to C level financial pain, this Top down pipeline engine and deal coaching service is helping sales reps rapidly align their products to C-level needs, ensuring more executive face time, successful meeting outcomes, and larger, more qualified pipelines.

As a result, a typical Revenue Accelerators client realizes the following within the first thirty (30) days:

- Increased Velocity:** a 200-300% growth in qualified, executive level pipeline opportunities.
- Needed Affordability:** Revenue Accelerators leverages a low cost, monthly subscription model. There are NO upfront training requirements. Typical clients get started under \$2,500 per month and generate over 200% IRR (on dollars invested).
- Reduced SG&A:** By quickly and objectively ranking opportunities based on the fit between your firm's capabilities and a prospect's operational performance needs, less misaligned opportunities will remain in the pipeline. Costly pre-sale and travel related expenses are minimized. Typically, client SG&A is reduced on average 3% to 7% (resulting in a 12% to 15% 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 clients to pull reps out of the field to attend expensive off-site, multi day training. This subscription model affords clients the option of suspending and resuming services on a month-to-month basis to help them meet today's reduced liquidity and earnings challenges.



For more information or to schedule a meeting, please call Edward Golod @ 917.620.2347.