

# marketing and sales on demand



a diGitalynn standard service

# background – a well known and true story

A company hires an Account Manager to increase sales.

After visiting customers, looking at how the sales team relates and behaves, quickly identify ways to improve and put in place a plan that increases company revenue by 20% over 6 months.

However, net revenues decrease: the company's operating capacity reaches its limit and the service drops qualitatively.

Existing customers move to other suppliers that follow them better, while the flow of new customers far exceeds the activity that is maintained with the historical ones.

The members of the Board are mad and the consultant needs to be fired, while trying to stem the churn of old customers.

It's a True story.



# Lesson Learned – At least five reasons why your increasing sales strategy turns into a nightmare

- 1) Lack of internal alignment
- 2) Company culture is not oriented to increase performance in sales
- 3) Building a high level class sales team is very expensive
- 4) Nurturing and maintaining a high level class team is even more expensive
- 5) Building and maintaining a high level class sales team is often an initiative not supported by the Management Team

If you do not consider these five elements, the over-investments for the increase in sales performance and the lack of corporate cohesion could be a consequence and then it would not help you achieve expected results.



# digitalynn solution – key drivers for our solution

- Structured clear selling methodology we learnt in the best-in-class Companies
- Wide experience in sales team dimensioning and strict connection with sales of the Company already consolidated
- Deep knowledge of several sales model and relevant applications
- Need of flexibility for Marketing & Sales investments
- Marketing & Sales organization must be made of people who know how the world is going how to travel the world
- Sales team is often qualified by expensive training paths, instead of receiving consulting on the job
- Sales agencies are on (their) customer side



# SERVICE SCOPE

«*Marketing & Sales on demand*» service is aimed to support and reinforce Sales Departments providing a structured Marketing & Sales program standardized in the method and customized in the substance to your specific sales object.

The program includes a Company sales background analysis, specific business target identification, account strategy and account plan definition, marketing plan, sales delivery, reporting, CRM, knowledge transfer, sales team building, temporary management, recommendations.



# service description

- ❑ *Marketing and Sales on demand* is the service program in which your business volumes are increased, either that your Company has an already consolidated Sales Team or you are a Startup.
- ❑ *Marketing and Sales on demand* builds upon a combination of a solid Account Plan (prepared by Consultant, proposed to the Principal and approved by the Principal) defined in the early phase of the Service Delivery and an accurate CRM carried out along the delivery period.
- ❑ The program includes the following service element: sales background analysis, specific business target identification, account strategy and account plan definition, marketing plan, sales delivery, reporting, CRM, knowledge transfer, sales team building, temporary management, recommendations.
- ❑ Each service element has been designed to be mandatory or optional. Mandatory service elements are: sales background analysis, sales delivery and recommendations and they are always included in the Service. On the other hand Marketing and Sales on demand can be customized to fit your needs by adding one or several optional elements to the basic service



# target customers

- ❑ *Marketing & Sales on demand* is aimed at different kind of ICT customers and It has different connotations according to the client to whom it is addressed.
- ❑ *M&S on demand* for Large ICT Manufacturers: it's an intense sales support activity to reinforce a already well consolidated sales team in a specific business scenario
- ❑ *M&S on demand* for Large Network Operators: it's an intense sales activity often focused on a specific geographical area
- ❑ *M&S on demand* for Startup: it's a complete program including outsourcing of all the sales activities to support the launch of a brand, of a product or the rapid and messy ramp up of sales during the startup



# customer benefits

- Flexibility
- Minimized risks
- Clear and pre-defined investment
- OPEX reduction
- Increased sales and brand awareness
- Opportunity of customization



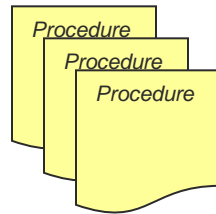
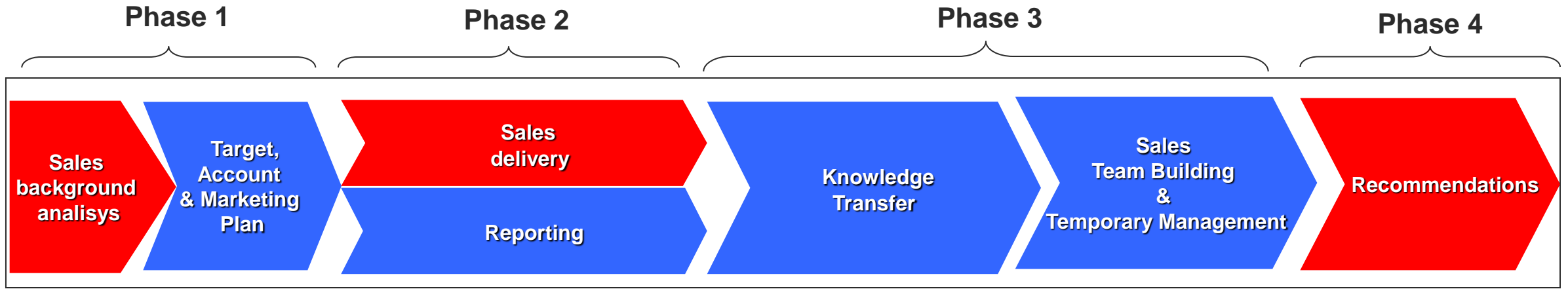


# service deliverables

- ✓ Pre-defined number of days devoted to the customer to the exclusion of all other business related activities
- ✓ Sales background report
- ✓ Business Target Report
- ✓ Account Plan document
- ✓ Marketing Plan document
- ✓ Sales Delivery monthly report
- ✓ Additional Sales Delivery Report
- ✓ CRM Report
- ✓ Final Report



# delivery process



## Preliminary steps:

- Contract agreement and signature
- NDA signature



# other related services

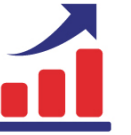
- Technical support for RFQ answers
- Bid Management
- Pricing model and pricelist revision
- Customer strategy
- Competition analysis
- Support to partnership and alliances
- Industrial Relations (\*)
- Regulatory services (\*)
- Lobbying and Public Affairs (\*)



(\*) diGitalynn provides some services in cooperation with Partners having specific competencies in the specified areas

# case history

- Cloud Security solution product launch



## OBJECTIVES

- Market launch of a just developed product for Cloud Security technology



## TOOLS

- Price Strategy
- Hub Customer Structure
- Marketing events



## METHODOLOGY

- Target customers definition
- Competition Analysis
- Account Plan



## RESULTS

- On target sales in the first quarter



# diGitalynn

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