

Business is tough out there.

The topic group...

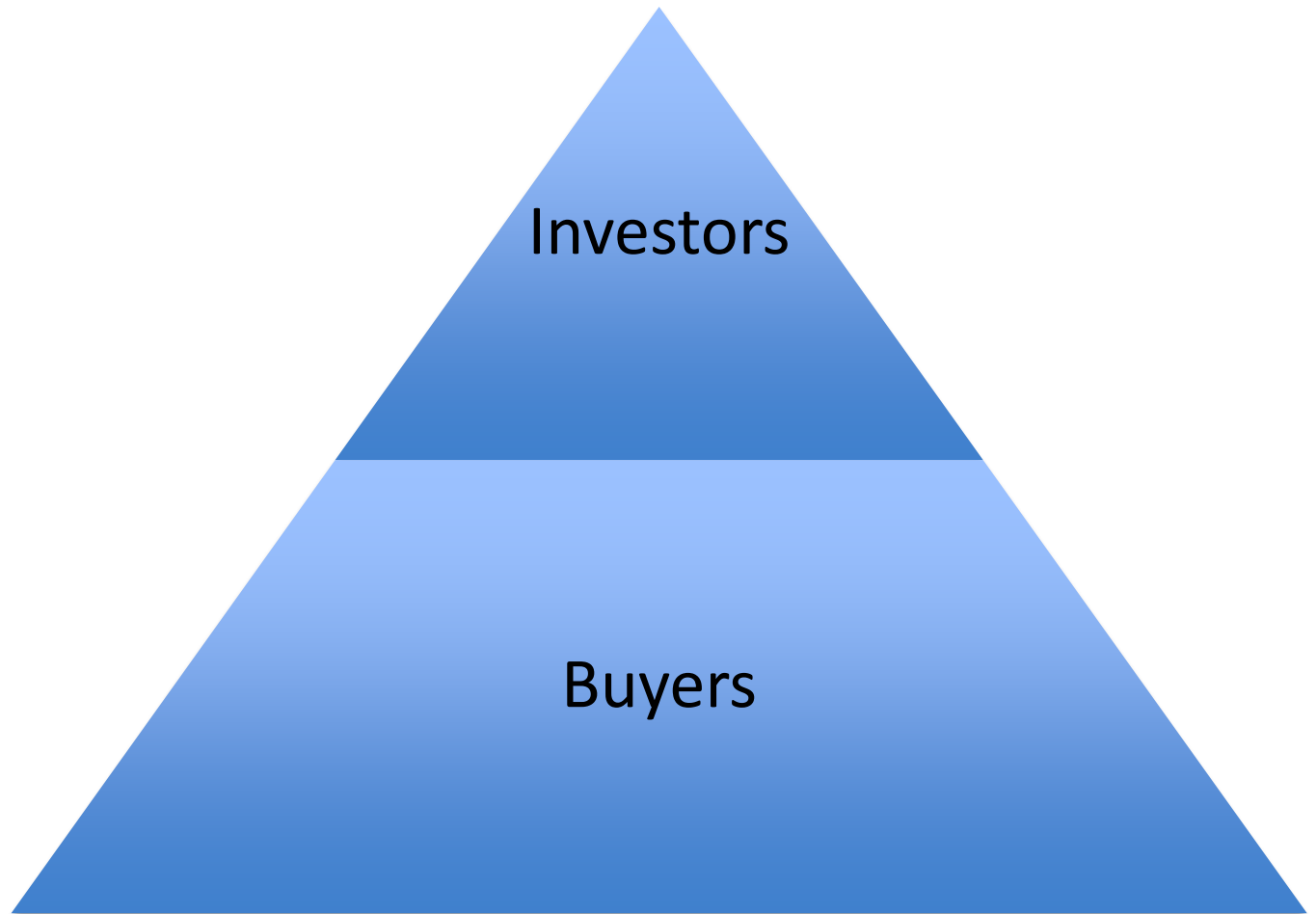
- Selling to financial buyers
- Value based selling
- Strategic selling
- Selling in a commoditized world
- Selling inwards
- Getting your customer to sell for you

Primary motivations in an organization...

Senior



Junior



What matters to companies?

1. Business Results

1. Revenue (growth)
2. Profit (cost)
3. Cash Flow (DSO)

2. Customer Satisfaction

3. Employee Satisfaction

Step 1 Executive Motivations

- Company Motivations
 - Corporate KPI's
 - The way a company represents itself to the market
- Individual Motivations
 - Compensation structure
 - Personal KPI's

Talk to Executives in Corporate KPI language
(Investor language)

Step 2 Identify Business Initiatives

- List every Project with a code name
- Try and find out every regular meeting and its subject
- Rate by commitment of time
- Map into Executive and Corporate KPI's
- You may need to help them develop one

Where an Executive spends his time represents his priority.

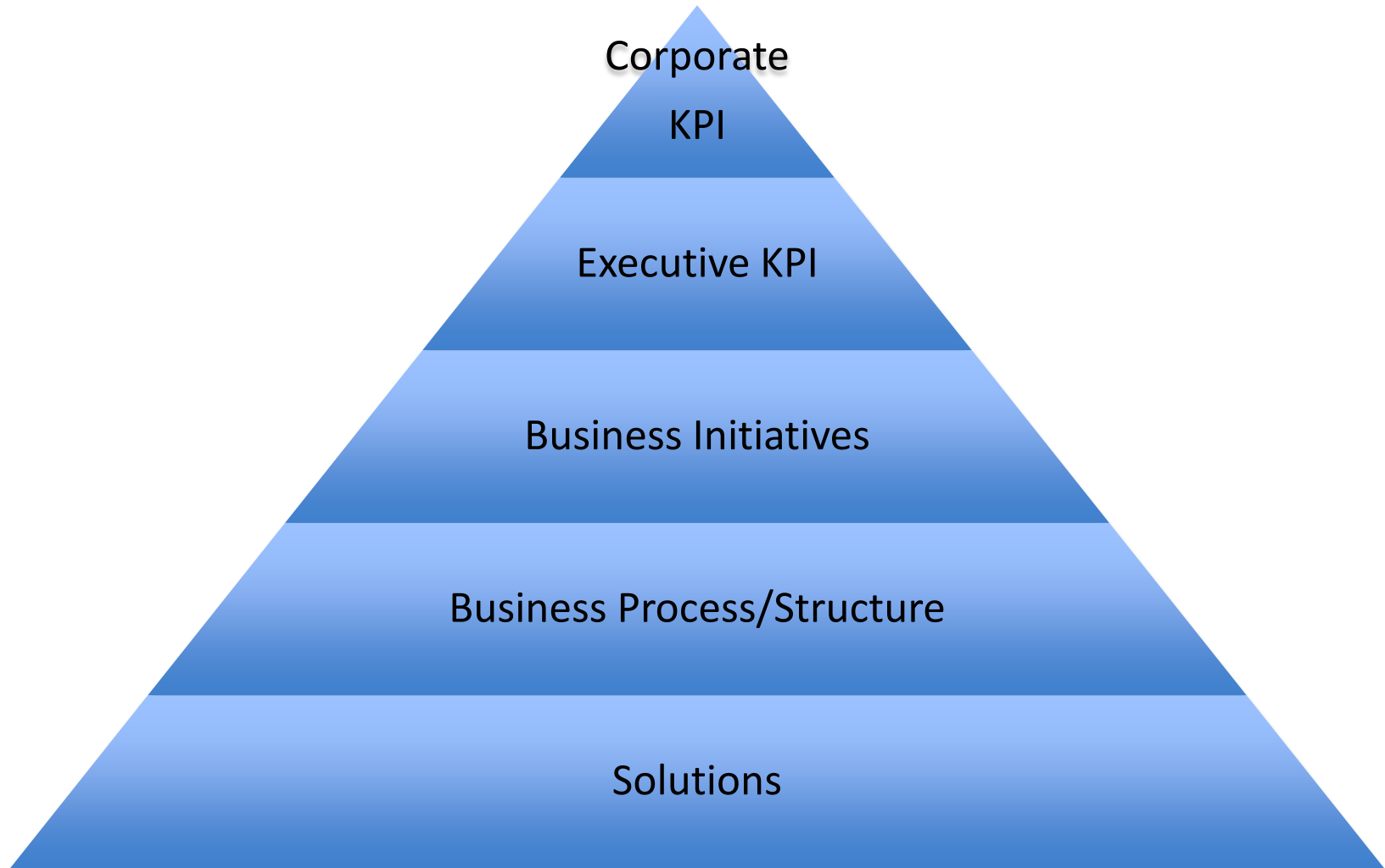
Step 3 Business Processes

- What are the Key Business Processes (Departments/Functions) and what role do they play in the Business Initiatives?

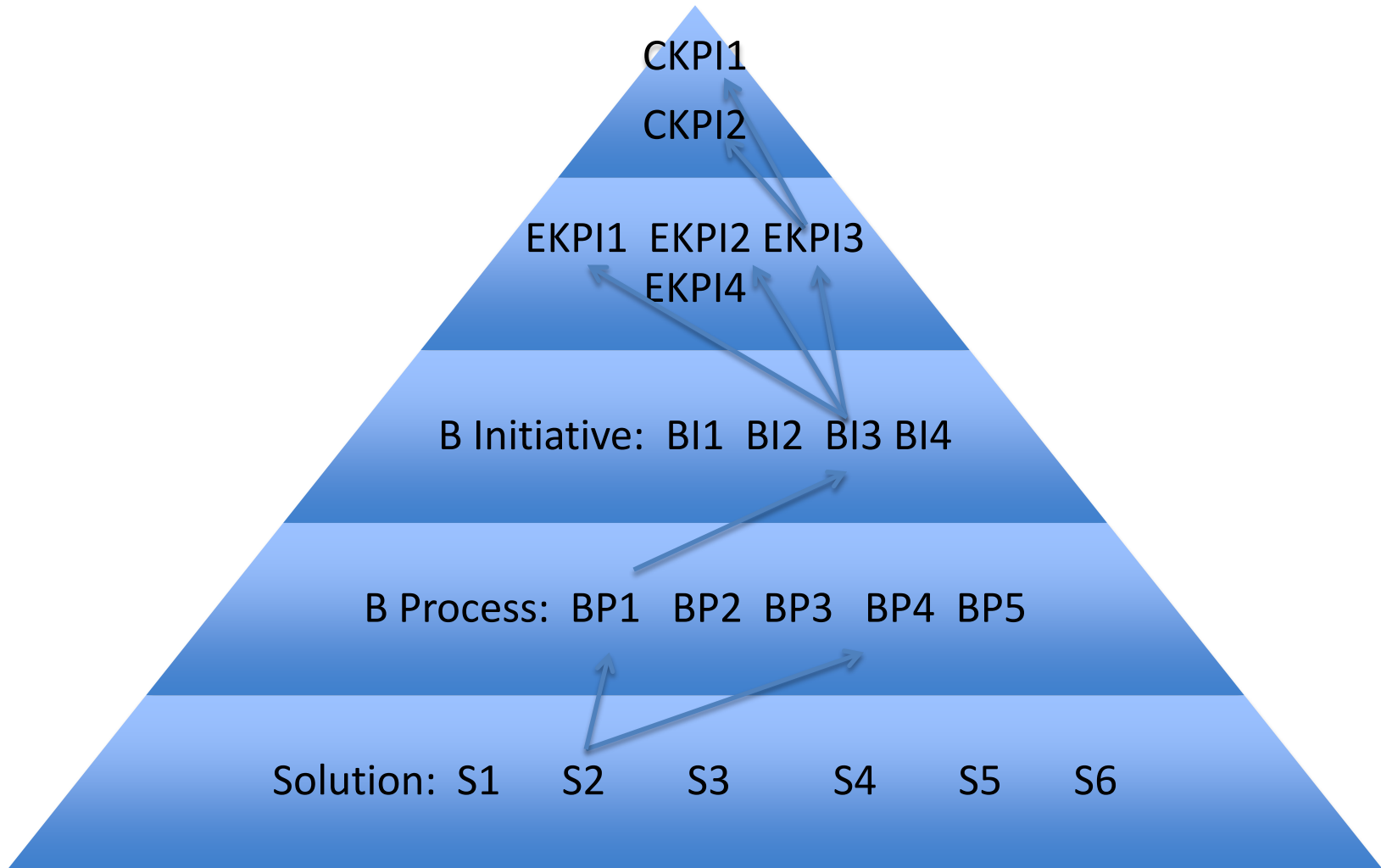
Step 4 Identify your Relevant Solutions

- What solutions can you, do you, have supplied.
- How well do these map into Business Processes, Initiatives, Executive KPI's, Corporate KPI's

Step 5: Map the Business Value



Step 5: Map the Business Value



Step 6: Choose your favorite Connection Maps

- Make sure it passes common sense path:
 - Can they buy
 - Can you deliver
- Prioritise options

Step 7: Rehearse Explanations of Value

- Short Form
- Long Form

If you can not explain the connection from Corporate KPI's to your Solution in 45 seconds.... The you do not have a defensible business value proposition.