



## 2014 ACCOUNT PENETRATION

### *FAST START PROGRAM*

Prepared By  
Deal Science, Inc.



In association with



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# Executive Summary

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## Introduction

Sales quotas always seem to move up with each new year.

Is this the case in your organization?

It is hard to believe that Q2 has already begun. Is your sales team on target to overachieve this quarter? Are there some target accounts that you would do anything to penetrate and close a deal that could be the catalyst to getting much more revenue from that account in 2014?

We can Help! Yes, we have developed a *Fast Start Program* that can help you *quickly gain access to “hard to penetrate” accounts* so that you can Blow out Your Numbers in 2014.

Leveraging the unique capability of Deal Science, Inc. (DealSci) and Transaction Focus, the *Fast Start Program* provides expert services and advanced analytics to penetrate your key target accounts FAST.

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## Addressing difficult problems

Providing the right support for sales can often lead to a dramatic increase in revenues. For example, a key sales metric indicates that if you can decrease the length of the sales cycle by 15%, it will yield a 30% increase in revenues. The *Fast Start Program* is intended to accelerate account penetration that could assist in overcoming some key sales obstacles that include the following:

- Understanding account dynamics with client contacts changing jobs, company reorganizations, and mergers and acquisitions; understanding account dynamics can be challenging. By leveraging big data analytics and many data elements, the *Fast Start Program* helps provide insight about the account that will allow sales to penetrate at the right time with the right person.
- Keeping account information current as new information is obtained about an account and sales opportunities, information can be kept up to date automatically. As a result, you will always have the most current intelligence even if there is a change in account coverage

# ***FAST START PROGRAM***

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**Components of the program** The *Fast Start Program* includes the following components:

- Top 3 Account identification and penetration strategy. This would include a working session to understand your accounts, product sets, and ideal customer contacts
- Delivery and account analysis leveraging DealSci Deal-Centric Intelligent Analytics Platform

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**Top 3 accounts** Identification of the top 3 accounts within your area that you seek to penetrate. This process would include the following:

- Development of target contacts; i.e. decision makers, influencers, etc.
- Focus upon specific groups/divisions within these target accounts that match up with your specific product/service offering

**Account analysis** Starting with product details and an account list, the *Fast Start Program* leverages DealSci Deal-Centric Intelligent Analytics Platform to provide an analysis of the potential deal with the target account (see Stakeholders Identity Process, page 5.) As part of this analysis, the following would be delivered:

- Annotated Org Chartlets™ ó color-coded, annotated maps of each account depicting key players in the account as well as their role in the deal. Produced in pdf format (see page 6.)
- One hour telephone consultation to address organizational chart information and best-practice selling strategy

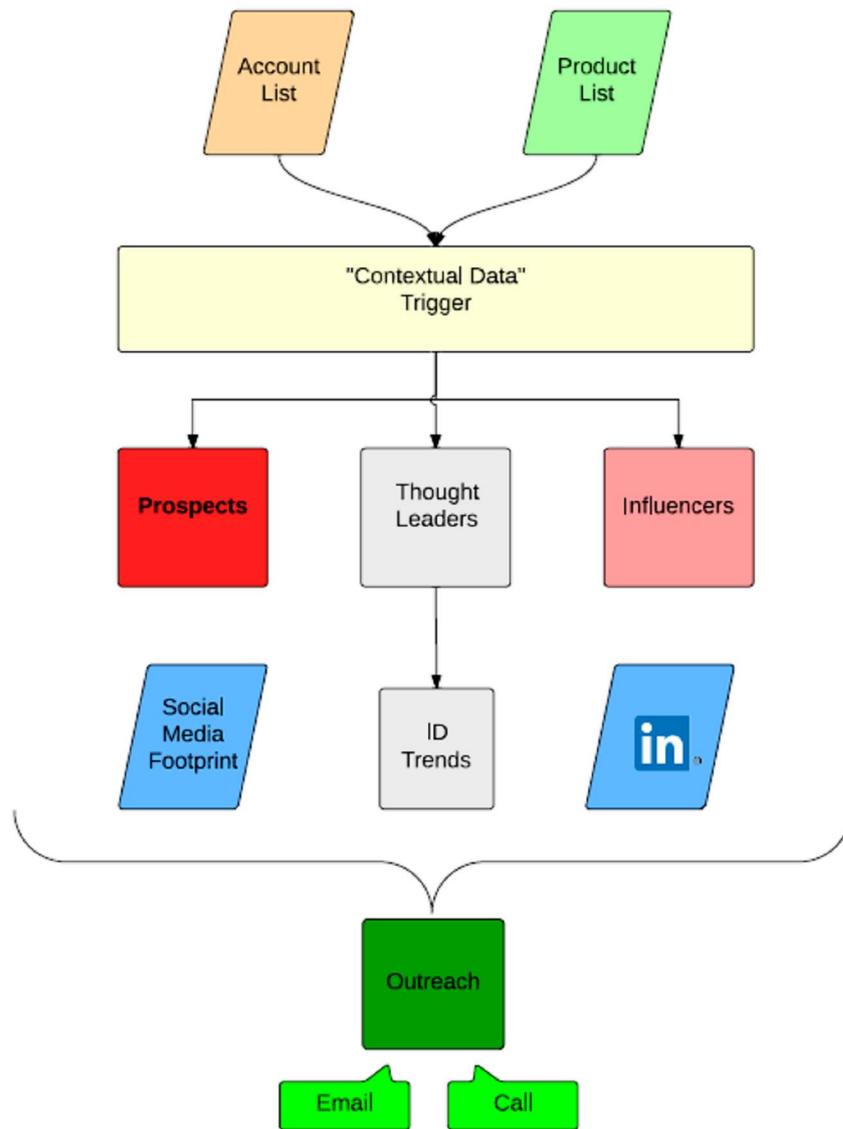
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**Advisory services** The advisory services are custom, business-specific advanced services, which leverage DealSci advanced deal modeling platform to identify stakeholdersø relationships and deal-trigger events, resulting in actionable intelligence on how to close the deal, .FASTER.

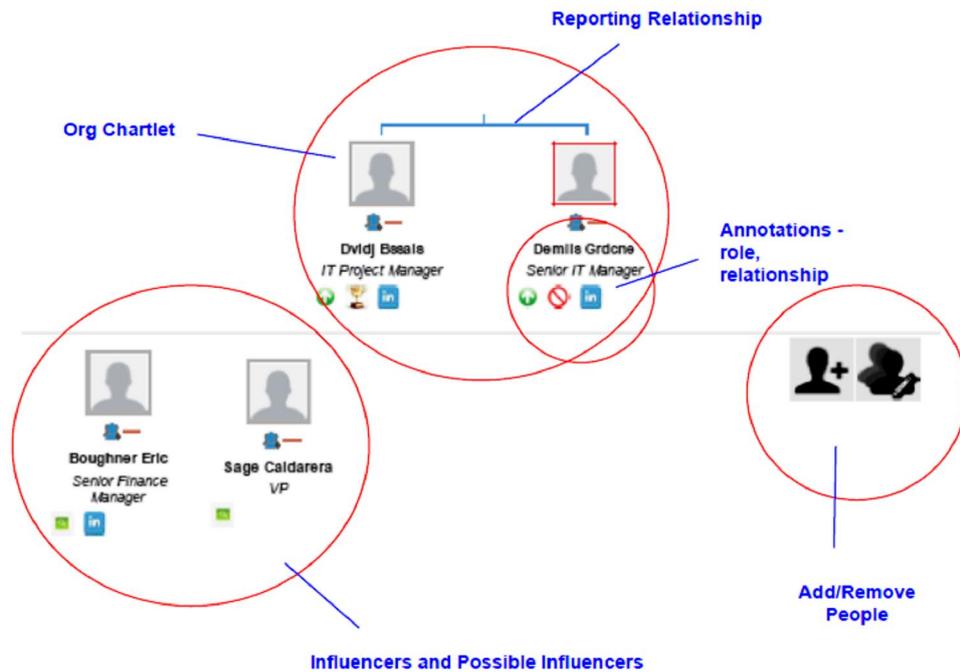
Deliverables:

- To be discussed during a face-to-face or a Web meeting.
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**Stakeholders  
identity process**



**Org Chartlet™** An OrgChartlet is a diagram of those sections of a customer Org Chart involved in a deal. The org chartlet is color-coded and includes reporting structures, relationship info and possible influencers.



**Investment** The *Fast Start Program* is intended to help drive Q2, Q3 and Q4 revenues. As an incentive to kick start this initiative, the following fee structure is available until May 15, 2014.

- Top 3 Account fee ó includes the items listed above ó for a one fee of \$1,500 for 3 accounts
- Discounts are available for additional blocks of 10 accounts
- Advisory services fee ó please contact us for scope of service and pricing

**Results** Top line revenue:

- Enhanced Q2, Q3 and Q4 pipeline
- More productive sales team

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**How to get started**

To get started today, the following would be required:

- 1 hour *Fast Start Program* & kick off meeting to identify target accounts
  - Purchase Order for initial 3 target accounts
  - Assigning primary point of contacts for project coordination
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**Contact information**

Contact information for DealSci is as follows:

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**About Transaction Focus**

Transaction Focus is a :

ROI focused Sales and Marketing Outsourcing company that assists Multinational and SMB companies to achieve and sustain fast, profitable revenue growth. We source, recruit, train , manage, motivate and monitor the success of sales teams in North America and EMEA and attain better results than our clients can reach themselves for less.

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**About Deal Science, Inc.**

Deal Science, Inc. is a Big Data / Predictive Analytics company focusing on delivering solutions to improve sales efficiency and effectiveness. Our Deal-Centric Intelligent Analytics Platform delivers insights to sales and marketing organizations that can dramatically increase sales closure rates.

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