

OBJECTIVES

	1	2	3	4
Months	\$0.08m	\$0.08m	\$0.10m	
Quarters	\$0.25m	\$0.40m	\$0.50m	\$0.50m
Years	\$1.7m	\$2.5m	\$4.0m	\$4.0m

Prove up the demand generation strategy & plan internationally .

PROBLEMS

- Under-perform
- Not aligned
- Lack plan
- Growth stalled
- Not closing
- Poor Mktg

Sales & marketing engine is underperforming

WHAT

Integrated Sales and Marketing plans incl. strategy, tactics, plan and measures. Sold as 'Funnel Camp' (incl. pre-Camp metrics & 'as is' strategy, planning workshop, document plan & oversee execution). Marketing training sold as Funnel Academy (public and private).

TO WHOM

ICT companies + 'flushed' early adopters from other markets.

Pragmatic CEOs / Divisional Director + Head of Sales / Channel + Head of Marketing

THROUGH WHOM

Direct sales through accredited Funnel Coaches.

Introducers from: CRM vendors & integrators, trainers, VCs, trade associations, existing customers.

AGAINST WHOM

	MM	DIY	Inaction	Local	AB	SFC
Share	4	6	3	4	3	1
USP	8	2	3	3	2	1
Recognition	1	4	3	6	1	2
Cost	4	3	3	1	6	2
References	7	2	3	2	5	3
Total	24	17	15	16	17	9

To leverage strength's & overcome weaknesses, use Miller Heiman's Strategic Selling Blue Sheet to plan each opportunity, and use references early to improve lack of recognition

FUNNEL MODEL

	M1	M2	M3	Q2	Q3	Q4	Y2	Y3	TOTAL
New Targets	2,955	2,336	303	981	4,182	4,289	15,682	13,073	43,801
Recycled prospects	0	1,358	2,652	8,623	8,623	15,719	80,049	114,978	232,002
Contact received	2,955	3,694	2,955	9,604	12,805	20,008	95,731	128,051	275,803
Interest established	148	185	148	480	520	1,000	4,648	6,403	13,532
Gap acknowledged	35	46	37	120	120	240	1,139	1,601	3,338
Need identified	17	23	18	60	60	115	564	800	1,657
Offer understood	13	20	16	51	51	89	469	680	1,389
Preference formed	6	12	11	36	36	54	318	476	949
Decision made	4	7	8	25	25	33	218	333	653
Revenue	\$0.08m	\$0.08m	\$0.10m	\$0.40m	\$0.50m	\$0.50m	\$2.5m	\$4.0m	\$8.2m

Sales staff (FTEs)	3	3	3	3	4	6	7	10	
Sales utilisation	87%	99%	105%	107%	80%	92%	105%	107%	98%

MATURITY OF TARGET MARKETS

Market	Focus	Maturity	EM 14%	DG 51%	CR 36%
Hardware vendors	20%	Main street	6%	8%	6%
CRM integrators	35%	Bowling alley	4%	25%	7%
CRM vendors	20%	Tornado	4%	8%	8%
System integrators	25%	Early market	0%	10%	15%

CAMPAIGN PLAN