

# **Darryl Sessions 30/60/90 Day Cosent Business Plan**

## **Days 1-30: Prepare the Objectives with Artillery Fire**

### **1. Understand Cosent (Listen and learn)**

- Commit the corporate message to memory
- Quickly understand and internalize the Cosent Enterprise E-Commerce Solution offering
  - Product Information Management
  - Configuration, Pricing, Quoting
  - Order Management
- Interact with, interview, and begin building relationships with key individuals in important business units
  - Executives
  - Sales
  - Pre-sales
  - Consulting Services
  - Product Development
  - Product Marketing
  - Business Development
- Build product/solution breakdown chart – Understand the “unique business value”
- Work with pre-sales to understand and internalize introduction pitch and demonstration
- Network with and leverage past Netfish founders and extensive contacts (B2B Integration) for leads, etc.
- Analyst research (Gartner Magic Quadrant, white papers, awards, etc...)
- Attempt to quickly become high-level industry and domain expert

### **2. Competition Research**

- Build a “cheat sheet”
- Understand who the key competitors are and what is their message
- Understand competitive positioning vs. Cosent
- Understand how and where the competitors are selling

### **3. Sales Process Development –**

- Think like a hungry HUNTER again (extensive Netfish success!)
- Create a clear, concise, and repeatable business value proposition message (or leverage existing)
- Build an elevator pitch and 2 minute pitch
- Develop a 10 minute “Executive Whiteboard” presentation
- Create and internalize PowerPoint presentation where appropriate
- Collect key customer metrics (memorize 5-10 metrics across industries)
- ROI message development – Understand how Cosent builds an ROI or business case today
- Learn key customer testimonials
- Interview other sales representatives on the team and understand what has worked in the past. How have they sold?
- Develop a set of aggressive, yet achievable MBOs with manager Jeff Niven.

#### 4. Territory and Account Development

- Begin working on a complete first year business plan
- Who are key customers in territory and begin scheduling customer interviews?
- Pipeline development (VITO, executive events and/o breakfasts, e-mail campaigns, corporate visits, up-selling and cross-selling initiatives, partners, cyber sales)
- Reference development – work with other reps
- Who are existing prospects in territory – schedule meetings ASAP
- Understand the Cosent “sweet spots” within certain verticals
- Start qualifying immediate opportunities with Target Account Selling (TAS)
- Close any “low hanging fruit” where appropriate
- Start VITO prospecting into target accounts and prospects
- Build a Master Target and Prospect list within territory – (\$500M and up?)
- Build an executive mailer list
- Leverage my existing relationships with 20+ key targets who I have relationships with and have met with over the past 12 months
  - **PepsiCo:** - Shalandra O. -CIO
  - **7-11:** Keith S. - CIO
  - **Texas Instruments:** Brian C. – CIO, Devin A – VP IT
  - **JC Penney:** Stephen L. - CIO
  - **FedEx-Kinko's:** Laurie S. - CIO
  - **Capital One Auto Finance:** Dick M. – DIO (Division CIO)
  - **EDS:** Charlie L. – Portfolio, Keith N. – CIO, Deepak P. - VP Alliances
  - **Raytheon:** – Maurice C. – CIO and Compliance Executive
  - **Southwest Airlines:** Tom V. - CIO
  - **Blockbuster:** John F. – CIO, Charlie P., Scott I., Rosemary F., Aaron R, Lewis W.- Vice Presidents of IT
  - **First Horizon Home Loans:** Joe S. – CIO, Mickey R. – SVP Technology, Brad Q. – SVP IT
  - **Mary Kay:** Greg J. - CIO
  - **Affiliated Computer Services (ACS):** Mike O. – Senior Managing Director, Steve L. – COO Emerging Technologies
  - **Dean Foods:** Arthur J. - CIO
  - **Alliance Data Systems:** Michael B. – SVP Technology
  - **ConocoPhillips:** Gene D. – CIO
  - **Texas Health Resources:** David M. – CIO
  - **Halliburton:** Angela R. – CIO
  - **MBNA:** Doug D. – President of MBNA Technology
  - **Hotels.com:** Melvin J. – CFO and Strategic Officer
  - **Children's Medical Center:** Richard I. – CIO

## Days 31-60: Storm and Secure The Objectives

#### 1. Territory Development

- Breakdown key prospect verticals and identify key prospects
  - Automotive
  - High Tech
  - Consumer
  - Hospitality & Service
  - Discrete Manufacturing
  - Process Manufacturing
  - Distribution

- Focused intensive phone work to begin pushing into prospective targets (KEY FOCUS OF MONTH 2)
  - Expand on initial VITO prospecting letters
  - First level introductory sales calls
  - Position for executive meetings and/or demos
- Continue interfacing with existing customers and determine any new potential opportunities
- Work with other technology contacts in territory to gain access
- Leverage extensive Mercury experience with alliance partners and system integrators where it makes sense (at a minimum get leads from them)
  - Accenture
  - BearingPoint
  - Deloitte & Touche
  - EDS
  - ACS
  - SAP
  - SDT
  - Maryville
  - Turnkey Solutions
  - Forsythe
  - FocusFrame
  - Orasi
  - INS

## **2. Sales Process Development**

- Understand pipeline development process and the key steps
- Continue to refine business value positioning and whiteboard presentation
- Continue to work with pre-sales to build solid demo skills and sales/pre-sales synergy
- Refine business value proposition message to key executives (CIO, CFO, CEO, etc...)
- Ongoing Education
  - Understand the Cosent contract process and other key processes
  - Understand the forecasting methodology at Cosent
  - Continue to build relationships with partners and understand how they can help us win

# **Days 61-90: Establish Solid Beachheads And Drive Forward**

## **1. Ongoing Sales Activities – Break the territory wide open**

- Continue prospecting and building a serious pipeline of opportunities
- Qualify all opportunities with TAS (don't waste time and resources)
- Start seriously competing on all opportunities to WIN!
  - Know the customers' business well
  - Make every sales call a great call
  - Great teamwork
  - Internal prep meetings before calls where appropriate
  - Custom demos
  - Entertain and build relationships
  - Pilot or POC where appropriate
  - Present champion proposals with ROI or business case
  - Develop champions
  - Leverage key Comergent executives when it makes sense and is possible
- **Complete first year business plan and work it to tremendous success in FY2006**

## Preliminary FY2006 Goals:

### 14 New Customers and \$3+ M in Revenue

<u>Targeted Goals</u>	<u>9/05</u>	<u>10/05</u>	<u>11/05</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>FY06</u>
Initial Executive Sales Calls	4	8	10	30	35	40	127
Qualified Demonstrations	2	4	6	15	15	15	57
New Forecast able Opportunities		2	4	8	12	16	42
<u>Forecast / Pipeline Targets</u>							
Best Case -	0	2	4	8	12	16	42
Most Likely -	0	1	2	4	6	8	21
Commit -	0	0	1	3	4	7	15
Closed -	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>14</b>