

# NexaCore Enterprise Sales Playbook:

## Driving Predictive ROI

Document ID: SAL-PB-2025.01

Version: 1.0

Effective Date: 2025-11-01

Department: Sales

### 1. Our Sales Methodology: The Value Blueprint

NexaCore utilizes a **Challenger-based, Value-Driven Methodology**. Our sales team doesn't just respond to needs; we teach prospects about unrecognized problems, tailor our solution to their specific P&L impact, and take control of the sale process.

Phase	Objective	Key Activities	Required Asset
<b>I. Discovery &amp; Education (0-20%)</b>	Uncover the economic drivers, challenge status quo thinking, and qualify the fit.	<b>Automation Audit Call</b> , Identify key stakeholders, Initial Nexa-BANT check.	Discovery Call Framework, Needs Analysis Questionnaire.
<b>II. Solution Vision &amp; Alignment (20-40%)</b>	Present a tailored solution that quantifies the projected ROI. Secure commitment to change.	Custom Demo focusing on 1-2 key workflows, Internal Champion mapping.	Value Projection Template, Customized Pitch Deck.
<b>III. Validation &amp; Business Case (40-60%)</b>	Navigate the consensus buying process, secure technical validation, and build the formal business case.	Technical deep-dive with Solution Engineers, Legal/Procurement engagement.	Proof of Value (POV) Plan, Security Compliance Report.
<b>IV. Negotiation &amp; Close (60-100%)</b>	Finalize terms, secure signatures, and ensure a	Deal Review Form submission, Contract	Standard Sales Agreement Terms Sheet.

	seamless handover to the Customer Success team.	negotiation.	
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## 2. Ideal Customer Profile (ICP) Snapshot

Our primary focus is on enterprises with **>\$500M in annual revenue** that rely on complex, high-volume internal workflows (e.g., Financial Services, Logistics, Large-Scale Manufacturing).

- **Primary Buyer Persona:** VP of Operations, Head of Digital Transformation.
- **Critical Pain Points:** High labor costs in data processing, low predictive model accuracy, regulatory compliance risk.

## 3. Mandatory Deal Review (40%+ Stage)

Before advancing a deal past the 40% stage in the CRM, the Account Executive (AE) must complete and submit the **Deal Review and Approval Form** to their Regional Sales Director. This ensures alignment on pricing, scope, and technical viability.