Proposal for Verbio Sales Consulting

Objective: To create a working sales plan for Verbio in the U.S. market for Enterprise Accounts that can be implemented and managed throughout 2015 and 2016. The plan will establish among other things, target vertical markets, target accounts and a forecastable revenue stream.

Activities and Deliverables:

1. Review and understand the Verbio product and unique value proposition and use the value proposition in defining the Customer Profile.

* Determine the unique product differentiation for the US market, and the value of those unique capabilities to various customer profiles
  + Technical differentiation that can be added to with each new sales opportunity.
  + It is very important that the technical differentiation can be applied to the sales process. As an example is Verbio more accurate than the competition if yes, why, and why does that matter, what is the value to the customer, etc.?
  + This is a critical success component. Verbio will not be successful in this market by being “just as good” and we must establish real objective differentiation.
* Determine the integration requirements for replacing the largest competitor (Nuance) and the time to complete this in a customer engagement. Another critical success factor is the ability to plug and play in an application that is developed for Nuance.
* Develop a strategic partner relationship with one of the main IVR platform organizations (Avaya, Cisco, Genesys, Convergys, etc.)and develop a sales strategy that focuses on relieving the customer/partner abrasion that Nuance has demonstrated in the market
  + Document a strategy for moving software licenses to other platforms.
  + Document a strategy for working within the Platform organizations distribution
  + Develop a sales strategy for assisting the partner organization (platform organizations distribution) in an IVR in the cloud sales strategy.
  + Work with the platform organization to enhance their IVR in the cloud solutions, focusing on solutions that their partners can resell.
  + Develop a premise based and cloud based set of services that can be partner delivered and will help partners develop ongoing services revenue and new opportunities with their customers. These are services which they are presently competing against Nuance.
  + Agree on a strategy to involve application development partners in the new/replacement opportunities and meet with the target accounts to deepen a value proposition and advance the sale
  + Develop a support and service value proposition for application partners that includes customer satisfaction improvement, margin improvement, enhanced services and leverage of Verbio sales organization to develop and close sales. This is a critical component of a direct sales plan and we will need to be very clear about how the engagement model works with this ecosystem of application partners.

1. Develop an Opportunity Generation program with a partner, one that has opportunity generation experience in the contact center industry.
   * + Use the value proposition to develop a program in conjunction with a lead generation partner.
       1. Email, Web and Call program that addresses the target customers
       2. Webinar series that builds on the value proposition and develops potential sales funnel
       3. Develop the Webinar content to maximize the message, the number of companies that attend and builds on the Verbio brand
       4. Develop and implement a follow up strategy that maximizes face to face meetings
2. Develop a sales and deployment strategy around Voice Biometrics. This is presently a relatively untapped market and with the current problems that Nuance has, could jump start the time to market.
   * + Determine true differentiation
     + Develop the services and tuning components
     + What Verbio is willing to do for a beta customer
     + Establish the Beta customer profile
3. Work with a Marketing team to develop an end user sales demonstration and presentation deck that is polished, professional and addresses the unique Verbio value proposition and Enterprise account/vertical market pain points.
   1. The current demonstration needs to become more polished and professional
   2. The demonstration needs to address specific issues that we are building the sales plan around
   3. The branding of this needs to flow from the web site to the sales presentation
4. Understand and work with in the budget for New Account development:
   1. New account development in the US is expensive and requires both patience and persistence. We need to understand the budget for all marketing efforts and develop a schedule of events
      * 1. Trade shows
        2. Speaking engagements
        3. Webinars
        4. Etc.
5. Create sales forecast with specific accounts and applications
   1. Target vertical markets
      * We would expect to utilize myself and 2 other sales resources all of which have been in the contact center market for over 20 years and bring different customer networks and expertise to this engagement.
      * Leverage the specific rolodexes and networks of the sales resources to schedule face to face sales calls
        1. Focus on the vertical markets agreed to above
        2. Focus on customer that have Spanish and Central/South American language requirements
        3. Build on the application content implemented in the Brazil and Spain markets
      * Schedule face to face meetings to discuss Verbio with new Enterprise accounts
   2. Determine how early to partner in the engagement and select a partner based on their customer network and Verbio expertise
   3. Verbio revenue and services content
      * What percentage of the revenue can Verbio expect
      * How much services does Verbio have to provide to complete the solution, critical in initial engagements
      * Is Verbio going to Revenue shared with a partner (participate in any discounting)

**Cost and Business Model:**

SDG LLC will provide for 2-3 sales resources for 2 business days per week for a period of 120 days at a cost of $250 per hour, or $4000 per week plus reasonable travel expenses. Total contract commitment $48,000 plus expenses

SDG LLC will engage 2-3 experienced sales resources each with over 20 years’ experience in the US contact center market and each with a separate customer network.

We will develop the specific customer engagement, who, when and where within the first 60 days of this agreement