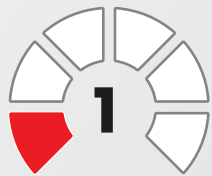




RED360

RAPID ENTERPRISE DEVELOPMENT SOLUTIONS





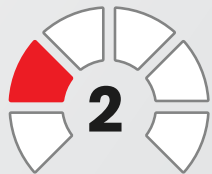
Research & Acquire Market Knowledge

**Know the Market:
Know the
Competition**

**Identify Key
Clients**

**Develop Entry
Strategy**

**Build Call
Plan**



Prospect & Engage Clients

**Access & Engage
Stakeholders**

**Create Value
Hypotheses**

**Purposeful
Argumentation to
Shape Business
Case**

**Dialogue with
Clients on the
Business Case**



Understand Needs

**Qualify Client In;
Quality Client
Out**

**Understand
Client Decision
Process & Buying
Criteria**

**Go? No Go?
Assess
Probability of
Making the Sale**

**Internally-Secure
Funding to Design a
Solution**



Recommend Solutions

**Co-Create a
Client-Centered
Solution-Define
Deal**

**"Know thy self, know
thy enemy" Dispatch
Competitors**

**First
Presentation of
Proposal to Client**

**Internally- Secure
Funding to Make a
Bid**



Get Commitment

**Document
"Best & Final Offer"**

**Final
Presentation of
Proposal to Client**

**Negotiate With
Client**

**Due Diligence &
Signing Client
Contract**



Support Accounts; Develop Accounts

**Shift from
Winning Sale to
Service Delivery**

**New Order
Process & Sales
Tracking**

**Create Account
Business Plan &
Supporting Processes**

**Seek Additional
Sale Opportunities**

