GROWTH**X**CELERATION

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North America and EMEA Expansion
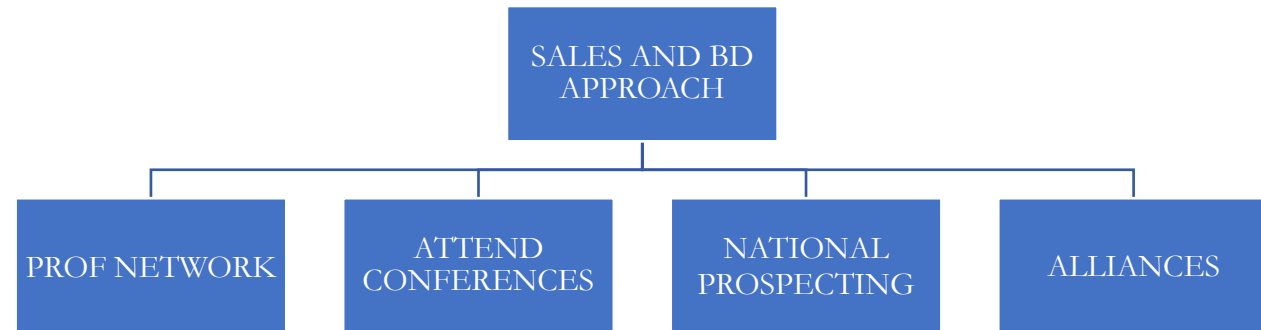
INCORPORATE, OPERATE

BUSINESS DEVELOPMENT, SALES & PARTNERSHIPS

MARKETING

PROSPECTING PROCESS

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                    ┌─────────────────┐
                    │  SALES AND BD   │
                    │    APPROACH     │
                    └─────────────────┘
        ┌──────────────┬────────┴────────┬──────────────┐
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│ PROF NETWORK  │ │    ATTEND     │ │   NATIONAL    │ │   ALLIANCES   │
│               │ │  CONFERENCES  │ │  PROSPECTING  │ │               │
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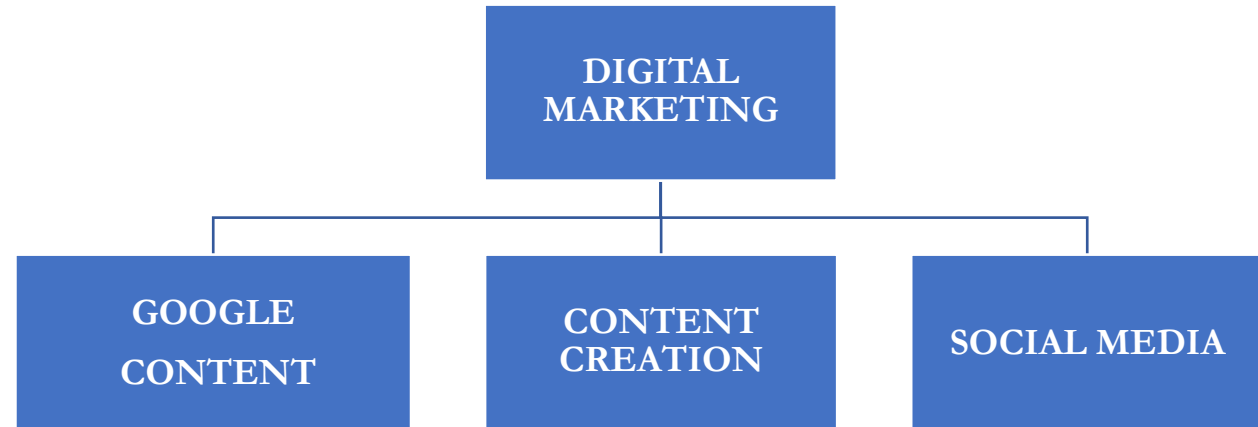
Prospecting and Networking– Leverage my personal and professional relationships as well as building a prospecting database based on titles, keywords, company size, vertical industry, and other criteria.

Discovery– Pre-defined list of questions, which have been refined both in training and through internal collaboration

Emphasis on Quality, Execution, and Value – In the same way a direct salesperson would execute this step.

Proposal and Close – I will utilize existing materials, review, and gain approval for all proposals. Done in close collaboration with the client.

DIGITAL MARKETING

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              ┌──────────────────┐
              │     DIGITAL      │
              │    MARKETING     │
              └──────────────────┘
        ┌──────────────┼──────────────┐
┌───────────────┐ ┌──────────────┐ ┌──────────────┐
│    GOOGLE     │ │   CONTENT    │ │ SOCIAL MEDIA │
│   CONTENT     │ │  CREATION    │ │              │
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Google & Site Content – Google Analytics, Google Search Ads & Account Setup, Search Console Setup, Google Place Listing, Google Display Ads & Setup.

Content Creation – Create 3-months of branded social content, Create 3 YouTube Videos.

Social Media – Set up Facebook page, Set up Facebook and Instagram Ad Account, Set up Branded Templates, for Posts and Ads, Set up YouTube Ad Account**.**.

HIGHER EDUCATION RELATIONSHIPS

PROSPECT AT US CONFERENCES

Council for Higher Education Accreditation (CHEA) Annual Conference
➢ **Timeframe**: January or February
➢ **Focus**: Accreditation, quality assurance, and institutional effectiveness in higher education.
➢ **Website**: CHEA

American Council on Education (ACE) Annual Meeting
➢ **Timeframe**: March
➢ **Focus**: Senior leadership, policy, and strategic issues in higher education administration.
➢ **Website**: ACE

American Association of Community Colleges (AACC) Annual Convention
➢ **Timeframe**: April
➢ **Focus**: Community college leadership, innovation in teaching, and workforce development.
➢ **Website**: AACC

National Conference on Student Recruitment, Marketing, and Retention (NAMRC)
➢ **Timeframe**: Summer (varies)
➢ **Focus**: Enrollment management, recruitment strategies, and retention initiatives.
➢ **Website**: NAMRC

PROSPECT AT CONFERENCES

Association of American Colleges and Universities (AAC&U) Annual Meeting

➢ **Timeframe**: January
➢ **Focus**: Higher education leadership, diversity, equity, and inclusion, liberal education, and curriculum development.
➢ **Website**: AAC&U

International Society for Technology in Education (ISTE) Conference & Expo

➢ **Timeframe**: June
➢ **Focus**: Technology integration in higher education, educational technology strategies, and digital learning tools.
➢ **Website**: ISTE

National Association for College Admission Counseling (NACAC) National Conference

➢ **Timeframe**: September or October
➢ **Focus**: College admissions, recruitment, and financial aid, with sessions tailored for higher education administrators involved in admissions strategy.
➢ **Website**: NACAC

PROSPECT AT CONFERENCES

Association for Institutional Research (AIR) Annual Forum

➢ **Timeframe**: May or June
➢ **Focus**: Institutional research, data analytics, and decision-making for college administrators.
➢ **Website**: AIR

College and University Professional Association for Human Resources (CUPA-HR) Annual Conference

➢ **Timeframe**: October
➢ **Focus**: Human resources management in higher education, covering compensation, workforce issues, and employment law.
➢ **Website**: CUPA-HR

The National Symposium on Student Retention (NSSR)

➢ **Timeframe**: October or November
➢ **Focus**: Student retention strategies, student success programs, and effective administrative practices.
➢ **Website**: NSSR

EXECUTE

Hitting the Bulls-Eye Every Time

➢ Preparation – perform thorough research on all potential prospects.

➢ Clear articulation – value proposition, approach and responsibilities.

➢ Highlight successful clients and partnerships.

➢ Highlight adaptability and flexibility.

➢ Always define next step, key stakeholders, objections, etc.

➢ Be highly responsive and helpful.

➢ Always sell value and validate results.

UTILIZE PROVEN PROSPECTING TOOLS

Prospecting At Scale
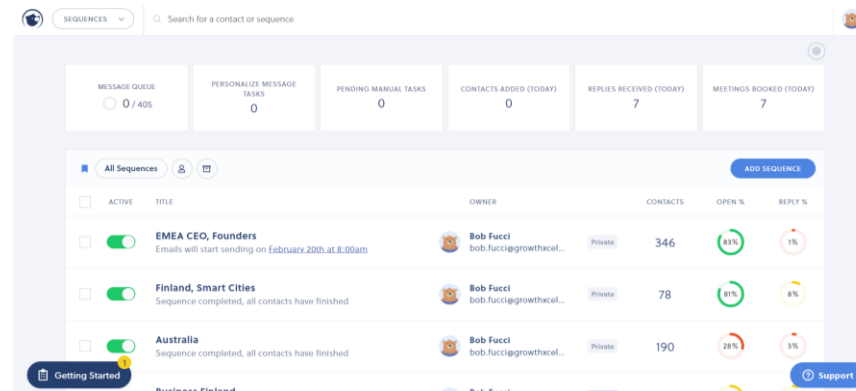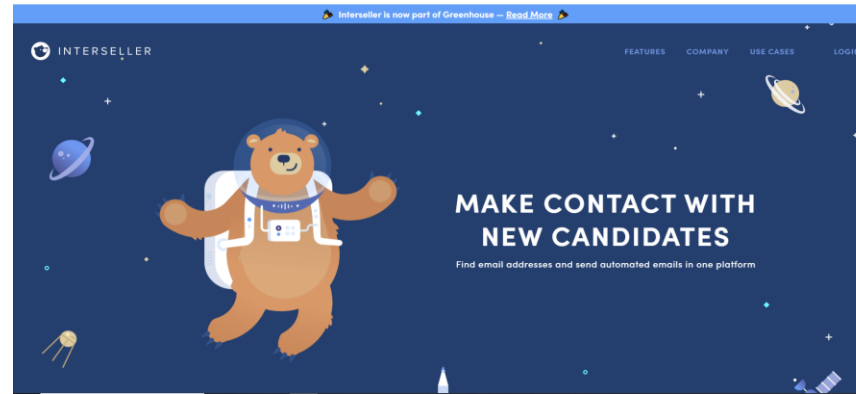
US and International Data Set

➤ 10,000 US (Owners, Founders)

➤ 30,000+ Opt-In DB – With a Concentration on UK, Ireland, Finland, Sweden, Denmark, Germany, and Italian Companies

➤ Fully integrated with your CRM

PROSPECT TO THE PRECISE RIGHT PERSONA

Run Campaigns At Scale

➢ US and International

➢ Full Team Visibility

➢ Right Personas, with Right Messaging

Professional Templates

➢ Define the Content We Choose

➢ Track Opens, Clicks, Booked Meetings
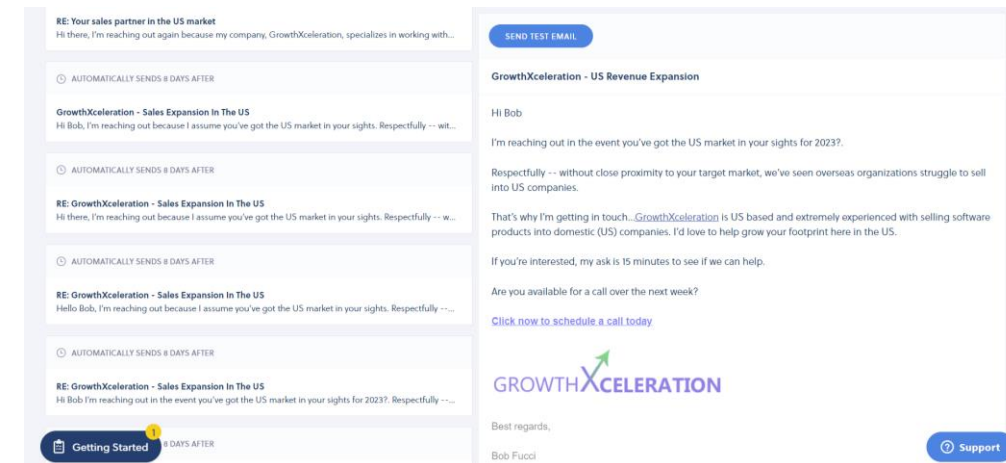
UTILIZE LINKEDIN INMAILS

LinkedIn InMail

➢ Concise introductions and meeting confirmation
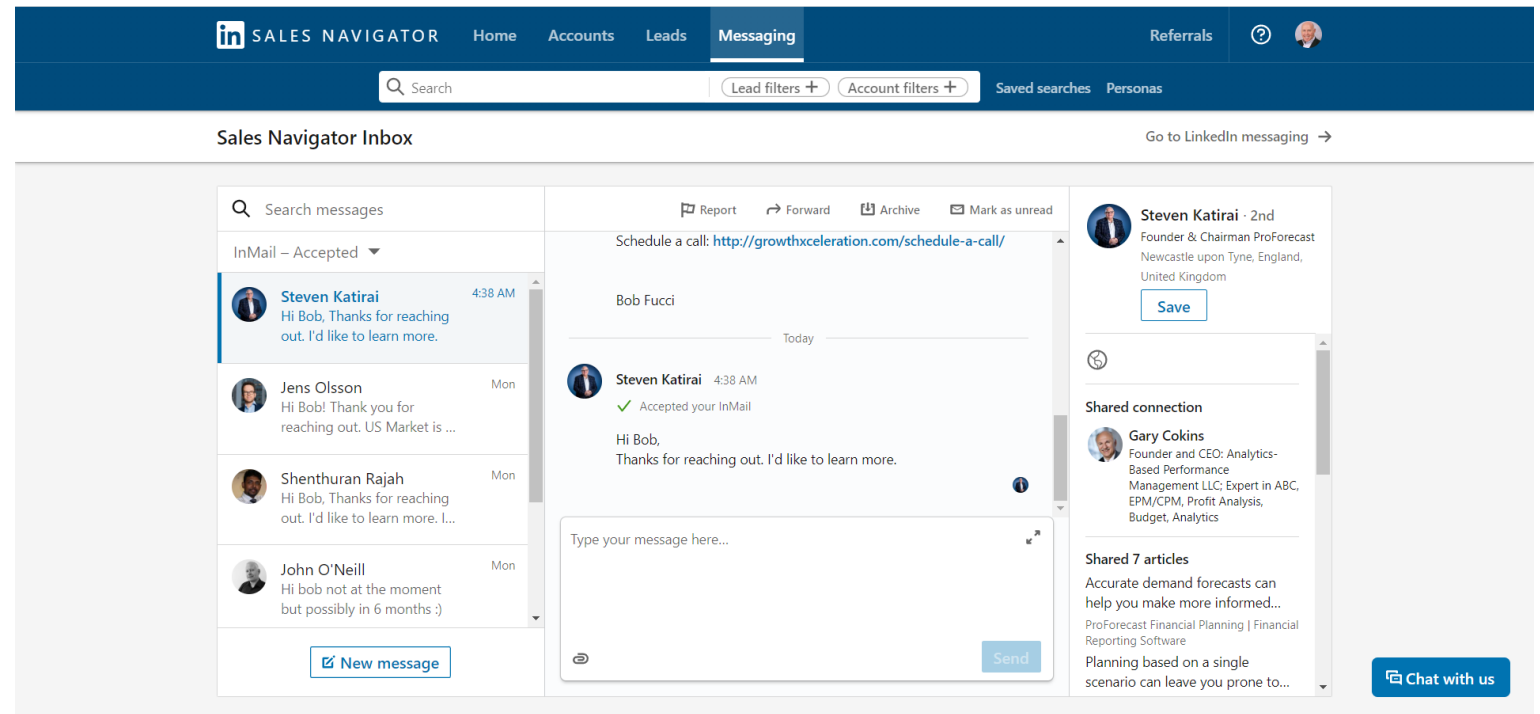
LEAD CLIENTS THROUGH THE DECISION PROCESS

We have deep knowledge and expertise.

We understand both the challenges and the opportunities.

We're the right partner throughout this journey.

We build solutions together with our partners involving ALL the right stakeholders.

We constantly validate.

We close focusing on expansion.
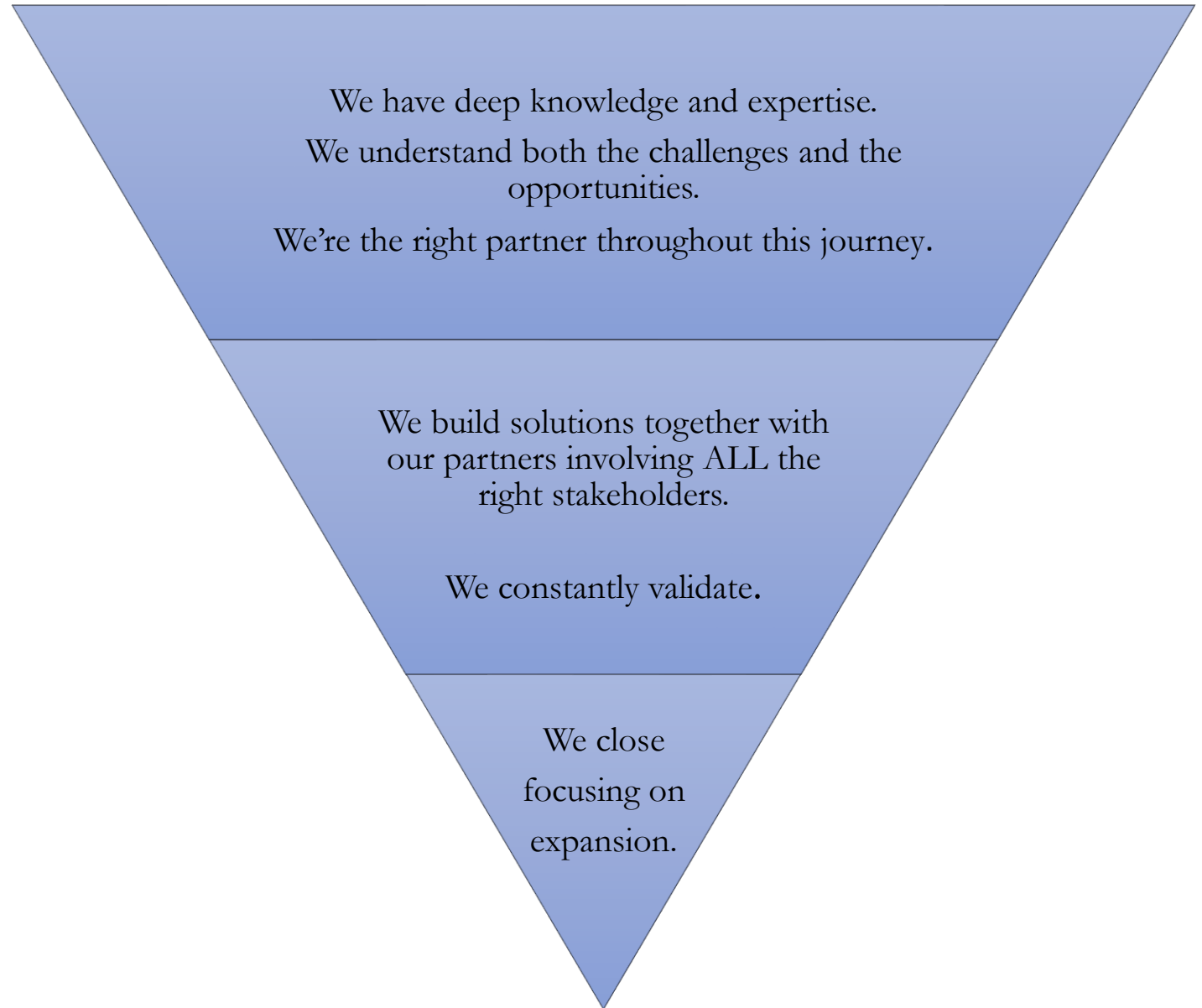
DRIVE INFLOWS CREATE A HUBSPOT CRM INSTANCE

Higher Education	Enrollment	Comments
Northeast	XS – 3,000 or Less	Starting from the 1st week, I'll build and launch outbound campaigns.
	S – 5,000 or Less	• All data is your property.
Southeast	M – 10,000 or Less	• At your request, I will upload contacts to your CRM or Marketing systems.
	L – 15,000 or Less	
Central	XL – 25,000 or Less	• Initial database targets
	Jumbo – 25,000+	o 5,000 in Month 1
Southwest		o 10,000 in Month 2
		o 15,000 in Month 3
		o 20,000 in Month 4
West		• We can quickly adjust focus (add additional verticals, titles, company size, etc.)
Top Tier – Must Wins		• Working in partnership to craft aligned messaging.
Community Colleges		

EXPERIENCE

Company	Assignments	Achievement
Sun Micro	IBM Globally, Global System Integrators	Multi-Million, dollar licensing agreements for JAVA, Solaris, E10K, (Managed a complex and often competitive relationship)
Siebel	GE Globally	Alliances with Genpact, GE Finance - $80M of partner revenue, $155M of direct revenue
SAS	GE and IBM Globally, Promoted to Senior Director for MFG and CPG BU's	Negotiated and closed IBM Global Services Agreement.
Callidus Cloud	Banking and Capital Markets, Established and Launched SAP Global	More than $125MM Incremental Revenue Acquired by SAP in 2017 for more the $2.4B
Oracle	High Tech Manufacturing Sales Leader	Multiple enterprise wins in High-tech Mfg., Communications, and Distribution.
Tibco/Spotfire	VP NA Financial Services Sales, Lead on partner pursuits at PWC, TCS, Tech-Mahindra,	5 Partner-led wins, Offshore partners were primarily Delivery focused
ZyLAB	SVP, GM North America	Multiple enterprise wins in Financial Services, Insurance, and Federal Government.- led ZyLAB to "Leader" status with Gartner.
ProcessMaker	Ellucian (Client of GrowthXceleration)	Ellucian – Global Higher Education White Label Partner

PROJECTED METRICS AND RESULTS

Target Metrics, Prospect, Qualify, Close

My targets and objectives during the initial 4-month Pilot.
I am prospecting during my 1st week onboard
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Activity – Based on 30 hours per week	Onboarding First 2 Weeks	45 Day Metric	75 Day Metric	100 Day Metric	125 Day Metrics
Leverage My Professional Network **6,500 + Connections** **1,500+ CEO's and Founders** **3,000+ IT**	50-100 Personal Outreach	300 Personal Outreach	600 Personal Outreach	900 Personal Outreach	1,200 Personal Outreach
Outbound Campaigns (Includes email and LinkedIn Prospecting	Develop Focused Solution Campaigns	1,800	3,600	4,800	6,000
Telesales Follow-up on Opens, Clicks, and Meetings Booked	Develop, refine scripts, CTA,	360	720	960	1,200
Discovery	Build, refine Discovery Templates	15	30	60	90
Proposal, New Business	Build, refine Proposal Templates	1-2	3-5	5-7	10+

ONBOARDING

Onboarding Process and Elements Incudes

➤ 3-4 days of Solution Training
➤ Team Connect – Aligning to all relevant team members
➤ Sales KPI's and Revenue Targets
➤ Decision regarding the time allocation and focus on Direct Clients and Partnerships
➤ Draft and review my 30/60/90 Plan
➤ Create Quarterly and Annual Sales Forecast

COMMERCIAL FRAMEWORK

➢ 1099 Contract Employee or Full-time Employment

➢ Monthly Retainer - $4,000

➢ Commissions Rate of 5% on Net Revenue, Paid Monthly Within 30 Days Of Customer Payment For 12 Months

➢ NDA, Full IP Protection

➢ Client corporate email address, CRM account (if available)

THANK YOU

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