



# Sales 201

## BigCommerce sales process

# BigCommerce Solution Sales Process

## Buying Process

Latent Pain

Determine Needs

Determine  
Requirements

Evaluate  
alternatives

Select solution/  
evaluate risks

Resolve  
issues/finalize  
contract

Sign the deal!

## Sales Process Steps

Plan

Create (0%)

Qualify (5%)

Discover (20%)

Build Value (40%)

Prove (65%)

Negotiate (90%)

Sales Complete (100%)

## Sales Process Activities

<ul style="list-style-type: none"> <li>- Define target accts.</li> <li>- Acct research</li> <li>- Prepare toolkit</li> </ul>	<ul style="list-style-type: none"> <li>- Prospecting</li> <li>- Social selling</li> <li>- Initial call</li> <li><i>Intro</i></li> <li><i>Create interest</i></li> <li><i>Initial discovery</i></li> </ul>	<ul style="list-style-type: none"> <li>- Identify goals</li> <li>- Identify pain</li> <li>- Identify authority</li> <li>- High level pitch</li> </ul>	<ul style="list-style-type: none"> <li>- Diagnose &amp; quantify pain/reasons</li> <li>- Create or reengineer vision</li> <li>- Position capabilities</li> <li>- High-level preso/demo</li> <li>- Agree to access to power</li> <li>- MEDPPIC</li> </ul>	<ul style="list-style-type: none"> <li>- Identify/meet with addtl. stakeholders</li> <li><i>Identify/diagnose additional pains</i></li> <li><i>Determine evaluation criteria</i></li> <li><i>Addtl. demos</i></li> <li>- Solutioning /tech scoping (required)</li> <li>- Partner intro</li> <li>- Meet with power</li> </ul>	<ul style="list-style-type: none"> <li>- Final solution presentation/demo</li> <li>- Present/review Solution Overview</li> <li>- Present/review proposal</li> <li>- Present ROI</li> <li>- Identifying &amp; addressing all risks</li> <li>- Final scoping of Onboarding &amp; CTS</li> <li>- Partner presents proposal/SOW</li> </ul>	<ul style="list-style-type: none"> <li>- Issue contract</li> <li>- Reach final agreement on pricing/terms</li> <li>- Contracts/redlines</li> <li>- Security review</li> </ul>	<ul style="list-style-type: none"> <li>- Prep for handoffs</li> <li>- Contracts/redlines</li> <li>- Prep for handoffs</li> </ul>
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## Verifiable Outcomes (Mandatory Stage Gates)

- Outreach plan	- Agreement to proceed	- Lead letter	- Sponsor letter agreed upon	- Power sponsor letter agreed upon & - Evaluation plan agreed upon	- Competition eliminated - Verbal approval to pricing &	- Signed contract	- Signed contract
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# Controlled Sales Process

- We will be using an Evaluation Plan with key check ins earlier in the sales process
- This means on deals with a partner, they'll be involved earlier and more often to ensure a smooth handoff and implementation.

Total Home Supply - **BigCommerce** Evaluation Plan



Week Ending	Event	Responsibility		1Digital	Completion Date
		BigCommerce	Total Home Supply		
3/3	Introduction Call with Mark (Edgacent)	Justin, Mark			
3/10	Discovery Call with Mickey	Justin, Mickey, Lauryn	Mickey		
3/10	Call with Shipper HQ		Mickey, Shipper HQ		
3/10	Create Demo store	Justin			
3/27	Follow up technical scoping call to address outstanding questions	x	x		
4/14	Catalog Transfer Scoping	BC CTS team			
4/14	Review with CTS team	Justin, Mickey,	x		
4/28	Migration Review with 1Digital	Justin, David, Bryant			
5/19	Review of migration scoping detail with partner	x	x		
5/1	Feedback to BC from 1Digital				
5/8	Technical Scoping call/ Onboarding Consultant/Migration review	x	x		
5/8	Finalize Agency Selection				
5/15	Finalize BC Agreement		Mickey		
5/22	BC Onboarding & Account Manager Introductions	x	x		

# Discovery Is Critical to Solutioning

## Technical Scope Object in SFDC

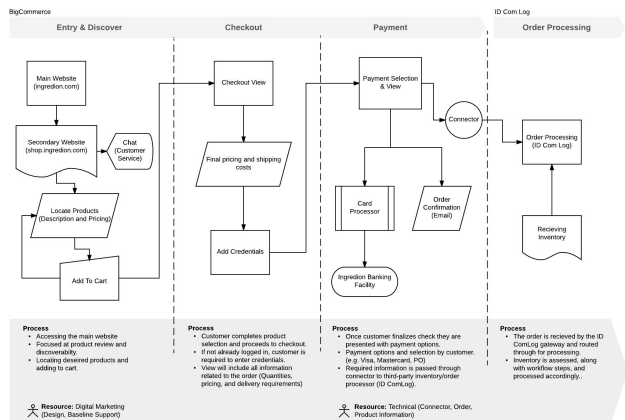
▼ SE Fields	
Decision Maker	Owen
Key Metrics	Converting at 14% right now 70% of visitors are from mobile
eCommerce team	Owen - head of operations Tim - IT Director
Design resources?	Some internal but they will also require a partner introduction.
Order Fulfillment	OceanX Fulfillment - They will take care of all of the client's fulfillment needs. They will need to build a custom connection to sync orders and pull back tracking and inventory.
Existing Solutions - Accounting	
Existing Solutions - Promos & Discounts	
Existing Solutions - CMS	
Existing Solutions - eCommerce	Shopify
Existing Solutions - OMS	
Existing Solutions - PIM	
Reporting & Analytics	Use Google Analytics Mock report for sales per day - may use Optimizely later
Customer Segmentation	No Customer Segmentation
Mktg/Cust Engage Strategy	
Source of Truth	OceanX
Orders Taken: Phone/in Person?	Some over the phone
Deal Killers & Red Flags	
Current Platform Pain Points	Downtime lack of customizability
Key Features for the new platform	connection to OMS
	Would like to manage multiple domains (eg <a href="http://zyppah59.com">zyppah59.com</a> , <a href="http://zyppah55.com">zyppah55.com</a> ) based on the radio or TV promotion campaign.
	Apple Pay, Amazon pay, Paypal important Facebook checkout is important
	ZENDESK Not currently using Zendesk but would like to integrate.
	CHECKOUT They want to customize the cart to include promotion advertising. For example, they'd like to suggest other products while the customer is in the cart, and offer promotions if the customer adds it.



## BigCommerce Solution Overview for Ingredion

### Ingredion Emerging Business - High-Level Process Diagram

The following provides an outline of the process steps involved, at a high-level, for the customer purchase flow - end to end. The diagram is not intended to be a technical reference. Further, the diagram does not cover inventory/order information pass-back to BigCommerce.



# Business & Technical Kickoffs

Internal + External

1. Make our new customers feel welcome and set up for success
2. Seamless transition experience from Solution “Selection” to “Implementation”
3. 200% accountability for ALL involved parties

*\*Applies only to Merchants paying >\$2,500 MRR*



## Sample Agenda

- Drivers for re-platform & selecting BigCommerce (AE)
- BigCommerce Solution Overview (SE)
- Partner Solution Overview (DSP)
- Implementation Roadmap (IC)
- Account Management Overview (EAM)
- Launch Success Criteria

# Important Terms to Know

- Sponsor: This is your internal champion. The person(s) that you've initially sold your solution to. However they are not the Decision Maker/Authority.
- Sponsor Email/Letter: This is the recap email sent to a sponsor after discovery. It includes their pain, reasons for the pain, capabilities needed and clear next steps
- Power Sponsor: This is your key Decision Maker. They are the top of the food chain and have either the power or influence to make a buying decision
- Power Sponsor Letter: This is the email sent to both the sponsor, power sponsor and Partner(s). It will include the same elements of the Sponsor Letter but will also include the invitation to opt into an Evaluation Plan
- Evaluation Plan: This is a plan that will include dates, key achievements, and action items that must be completed in order to move towards solving the business pain(s). This includes the selection of a partner, integrating all parties, and execution of the contract



## Partner Resources:

BigCommerce Partner Portal: [partners.bigcommerce.com](https://partners.bigcommerce.com)

Partner Support: [partnersupport@bigcommerce.com](mailto:partnersupport@bigcommerce.com)

Partner Marketing: [partnermarketing@bigcommerce.com](mailto:partnermarketing@bigcommerce.com)