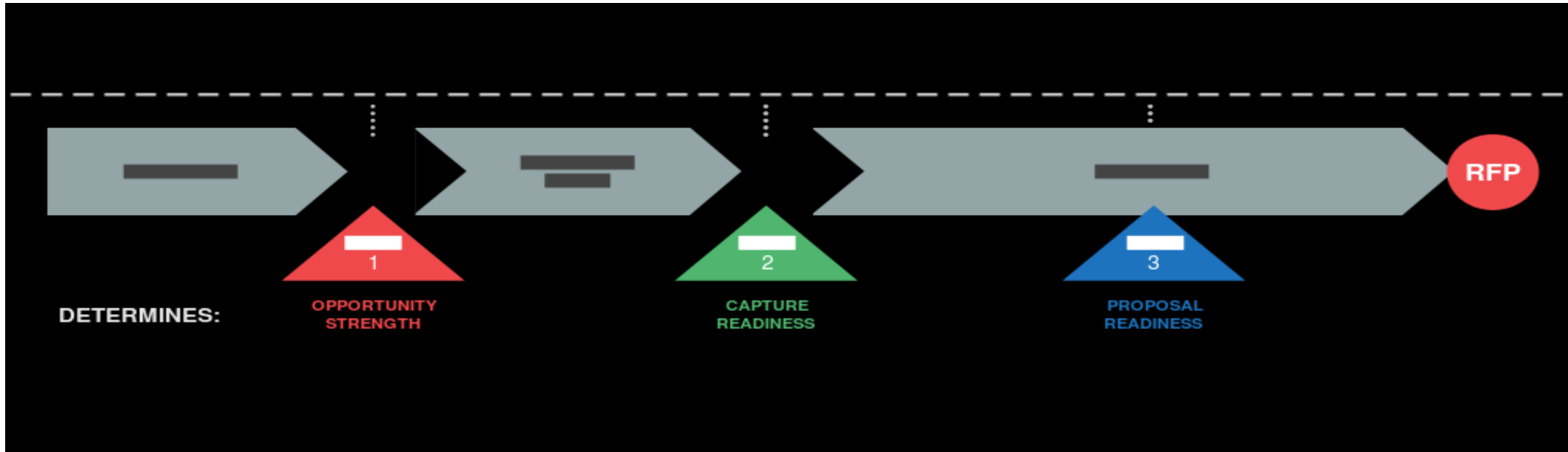


How to Develop a Sales System



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Intelligent Strategies. Successful Ventures.



Selling is Easy ... Sellers Make it Hard

All you need to win is:

- A perfect proposal (there can be nothing wrong with it).
- A strong interpersonal relationship with the right people.
- A price that is in the acceptable range (it doesn't have to be the lowest).

Approach to getting on track to success with a Sales System

- **Assessment**

- Form Steering Committee and retain experienced outside facilitation support.
- Assess current operations relative to six dimensions of high-functioning sales systems.

- **Implementation:**

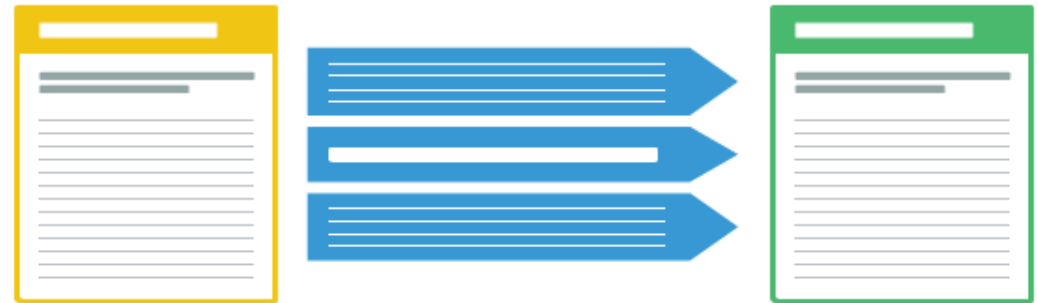
- Develop processes.
- Provide oversight and governance.
- Assign, develop, hire to fill key roles.

Assess current operations relative to six dimensions of high-functioning sales systems.

- **Clarity**
 - What is your solution?
 - Who has the problem you solve?
 - Why do customers buy from you?
- **Segment by:**
 - Magnitude of need.
 - Ease of entry.
 - Long-term potential value.
- **Landscape**
 - Who offers similar solutions to the target market?
 - What are sustainable competitive advantages and relative weaknesses?
- **Vehicles:** How do target clients procure?
- **Roles and Flows**
 - Lay out roles by stage from lead to close.
 - Assess staff according to abilities, interests, and desires.
 - Map out process flow and review thresholds.
 - Review how management stays informed and provides guidance and assistance?
- **Management**
 - Map out sales funnel and review thresholds.
 - Describe approach to executive oversight and governance.

For each of the six dimensions:

- Interview executives and sales staff to develop a baseline understanding of current state.
- Compare current state to industry best practices and develop a case for change.
- Layout a target state and outline initiatives to achieve it.



Get Clear

Example Offerings (WHAT):

- SaaS platform for procurement analytics
- Customer management services
- Common Operating Picture for high-stakes cases

What _____ provides, for WHO, and WHY.

provides... WHAT	_____ _____ _____
for... WHO	_____ _____ _____
WHY they pay for it.	_____ _____ _____

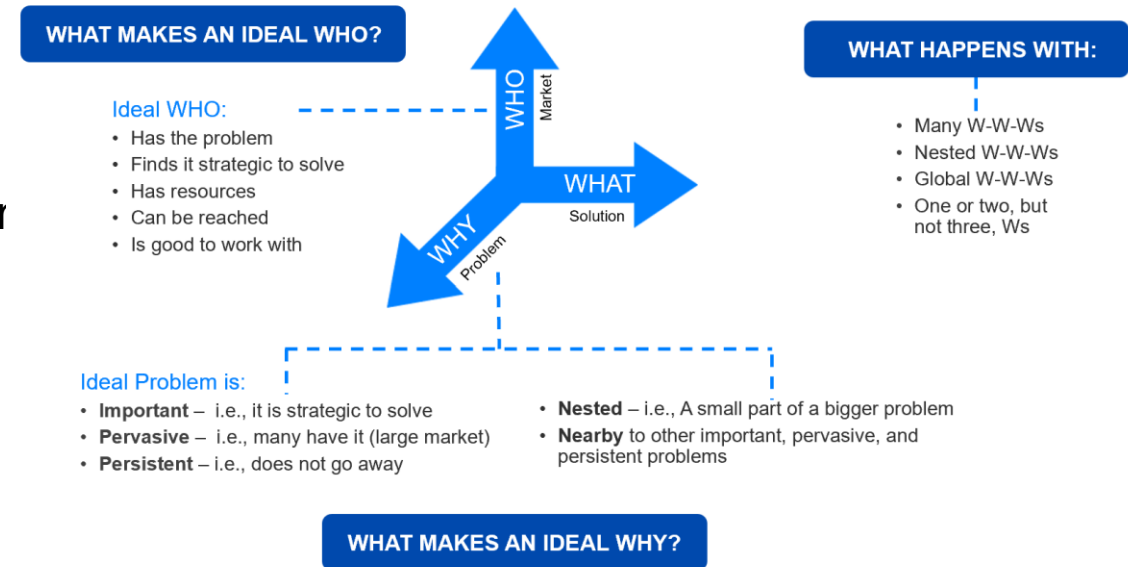
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Segment

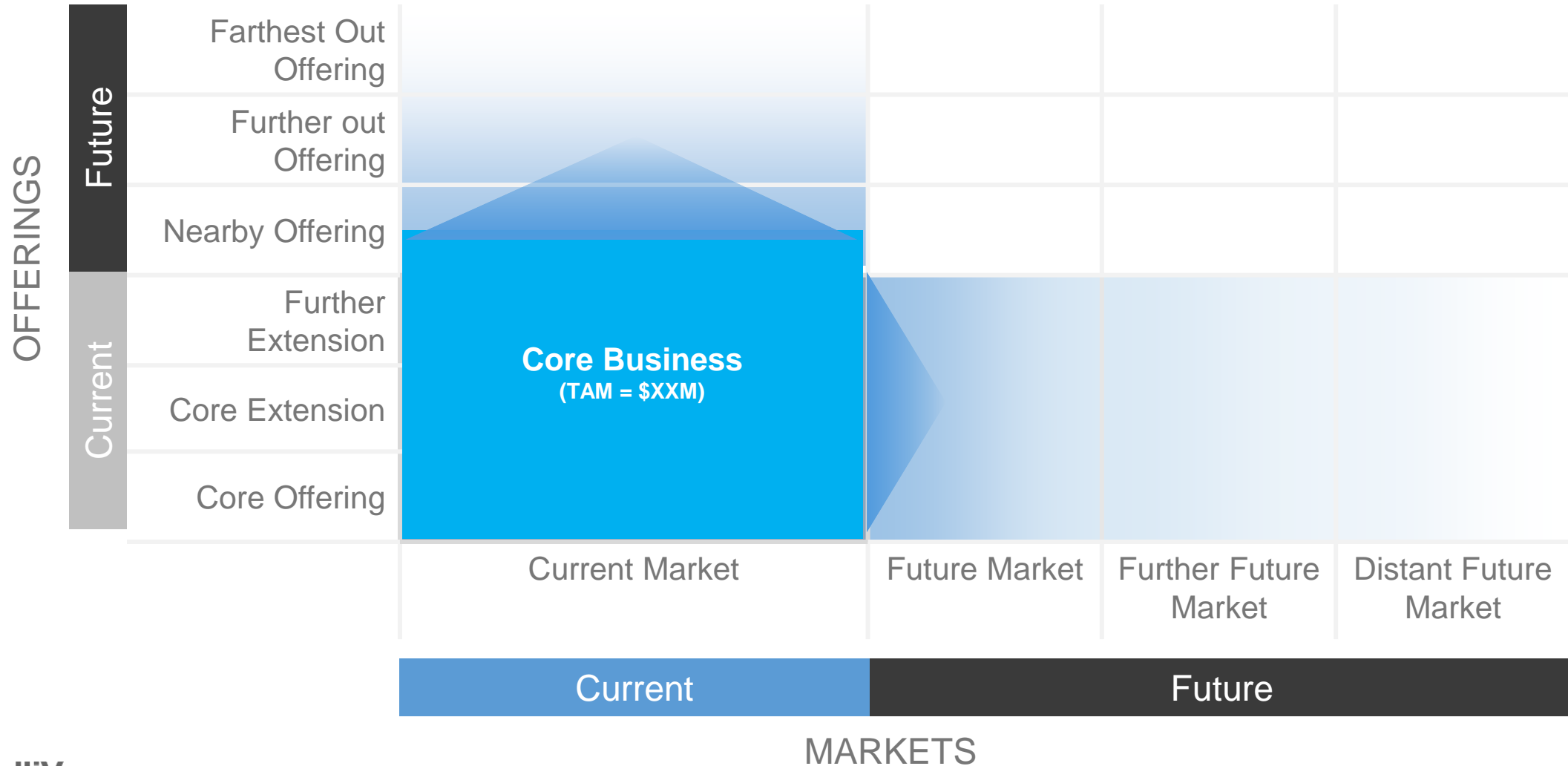
Objective: Determine who to have sell what to whom.

Process:

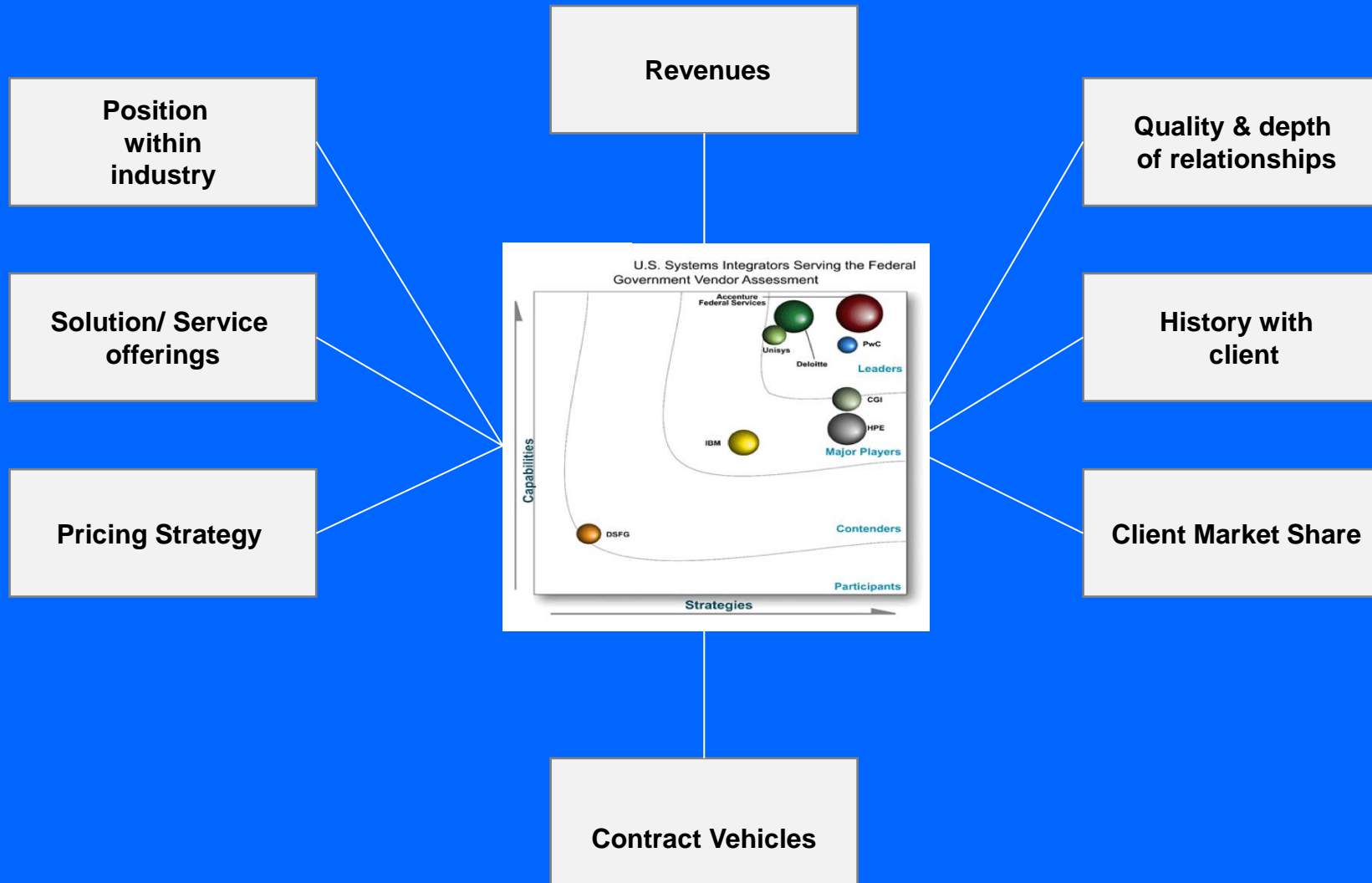
- Filter agency NAICS codes data by THE COMPANY's NAICS codes for GSA and contract vehicle reports
- Determine preferences to small business and LPTA buying patterns
- Determine top contract vehicles being used for THE COMPANY NAICS codes by industry
- Review top five competitors for each
- Determine upcoming prime contractor opportunities (at least six months out) for each narrowed down by our NAICS codes



Target Core Market for Current Offerings



Landscape

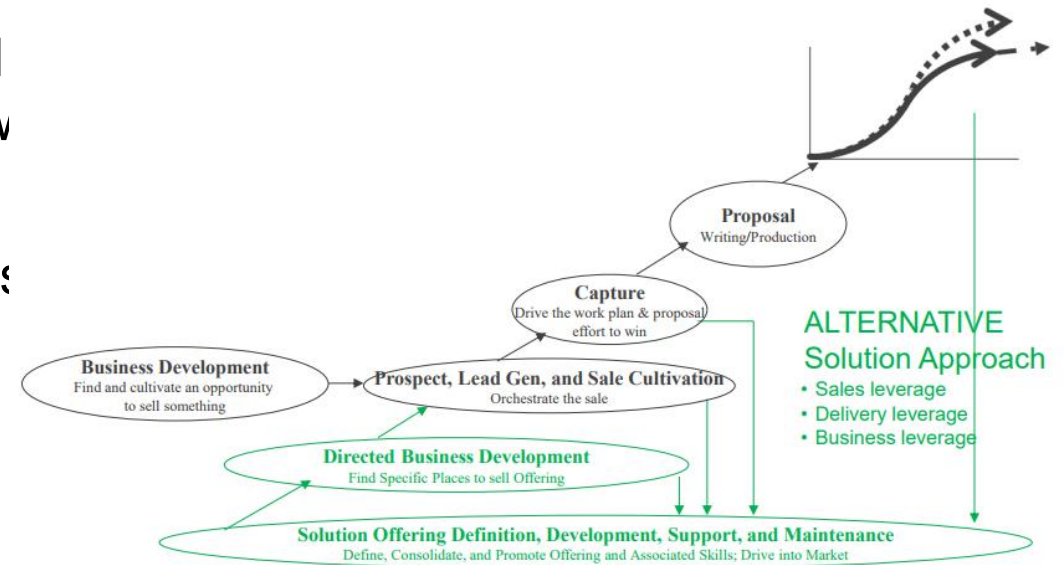


Vehicles

- **Contract vehicle matrix tied to current, existing target, and new target clients**
 - Special Status vs. Full and Open
 - Prime vs Sub
- **Performance-to-date and performance potential:**
 - Revenue
 - Profitability

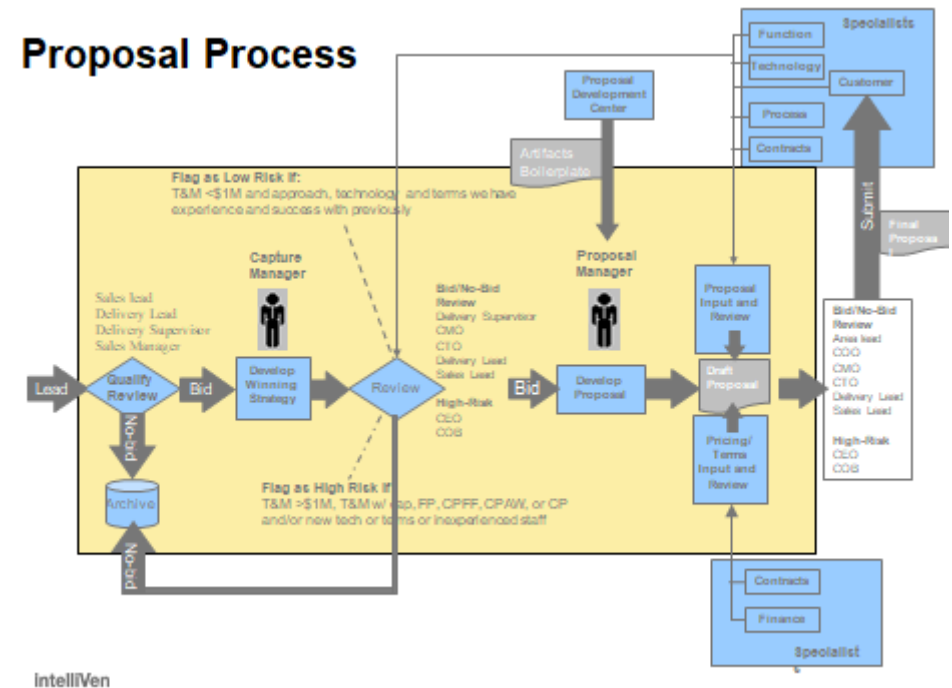
Roles and Flows

- Business Development Manager working with Operations/Delivery to identify and shape opportunities.
- Capture Managers managing, strategizing and architecting approved opportunities through award
- Pricing guiding in early price positioning assessments with Operations and Capture Management to ultimately optimize price/cost at the bid level
- Proposal supporting bid through offer design, storyboarding, compilation, reviews and post-submission products

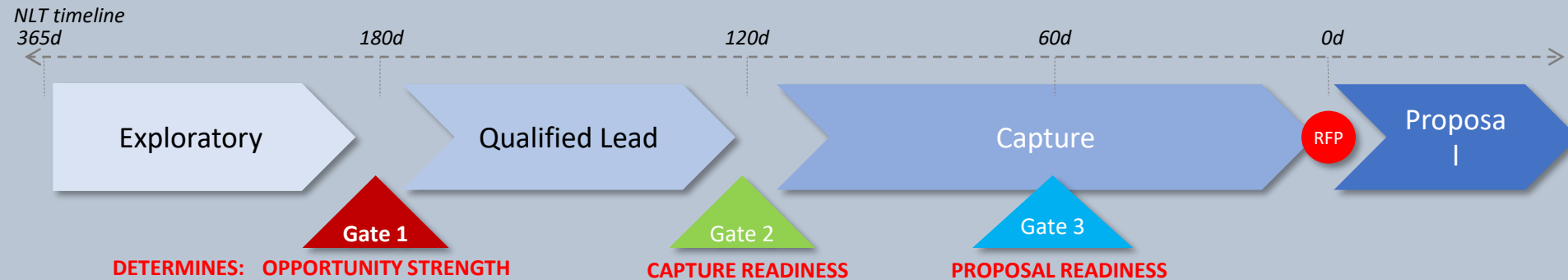


Management

- The Gate Review process manages the evolution of opportunities through the pipeline.
- Improve Bid decisions between competing opportunities in same B&P pool
 - Capture must be directed to winnable opportunities
 - Proposals require investment in dollars, people, and time
- Gate reviews summarize and assess the key factors required for a winning capture strategy
 - Identify actions needed to increase win probability



Pipeline Flow and Gate Reviews



Gate 1 Review Triggers

- NLT 180d / 6 months before RFP
- Established customer need via: agency strategic plan; sources sought/RFI; bidders conference; etc.
- Initial Teaming Conversations
- Met with Client
- Customer Funding
- Prime vs. Sub Decision made

Gate 2 Review Triggers

- NLT 120d / 4 months before RFP
- Teaming discussions continue
- NDAs executed
- TA's imminent
- Draft RFP released if applies
- Final RFP imminent
- B&P Budget requested
- PDC support requested if applies

Gate 3 Review Triggers

- NLT 60d / 2 months before RFP
- Capture Plan fully executed
- Program Manager ID'd
- Key Personnel ID'd
- Past Performance ID'd
- B&P Budget approved
- PDC Support approved
- Proposal team ID'd

Next Steps

- Decide how important it is to get sales on track to success.
- Retain outside support from a proven sales executive; e.g.,
 - MEC 5 at mec5consultinginc@gmail.com
 - IntelliVen at intelliven@intelliven.com
- Form the Sales Steering Committee
- Launch the Assessment Phase
- Provide oversight and governance.

Thank you.

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