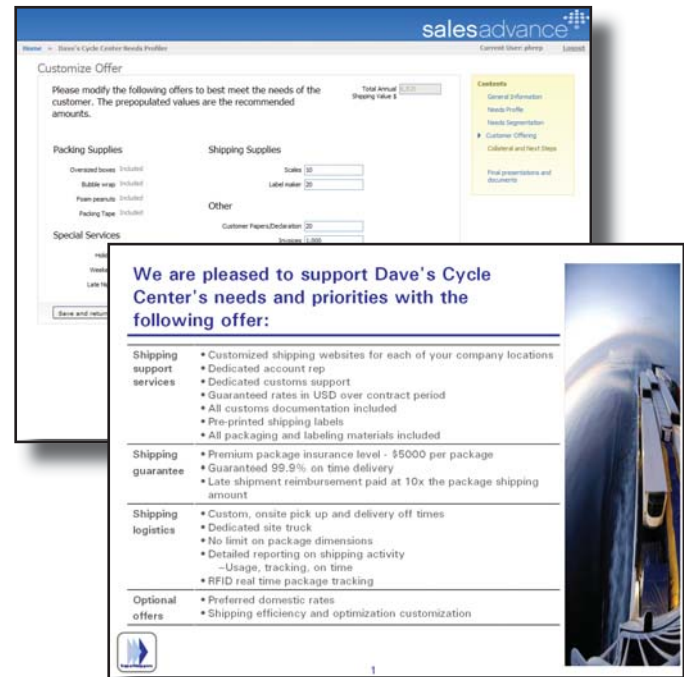


SALESADVANCE™ HELPS THE B2B SALES FORCE ADOPT AND EXECUTE A VALUE-BASED SELLING STRATEGY

By focusing the sales force on value throughout the sales process—defining, communicating, proving and reinforcing value—SalesAdvance™ is the software solution that drives results for B2B sales organizations.

REALIZE THE BENEFITS OF VALUE-BASED SELLING

Value-based selling (VBS) is simple in concept: win and grow customers through product, service, program and system offerings whose total value relative to price exceeds the alternatives. VBS can significantly improve financial performance, increasing margins and reducing cost of sales with greater customer retention, win rates and account penetration.



HELP SALES AND MARKETING DEFINE AND DEMONSTRATE VALUE TO CUSTOMERS

Marketing Message

Assess, improve and innovate offerings (product, service, program and system) based on customer needs

Create a consistent, professional, customized value proposition message for every customer

Facilitate closer cooperation between sales and marketing to deliver value to the customer

Sales Representative Capability

Enhance sales representative capability through greater discipline and consistency

Improve sales representative ability to reinforce value provided to individual customers

Increase selling time for top performers who may already excel at value-based selling

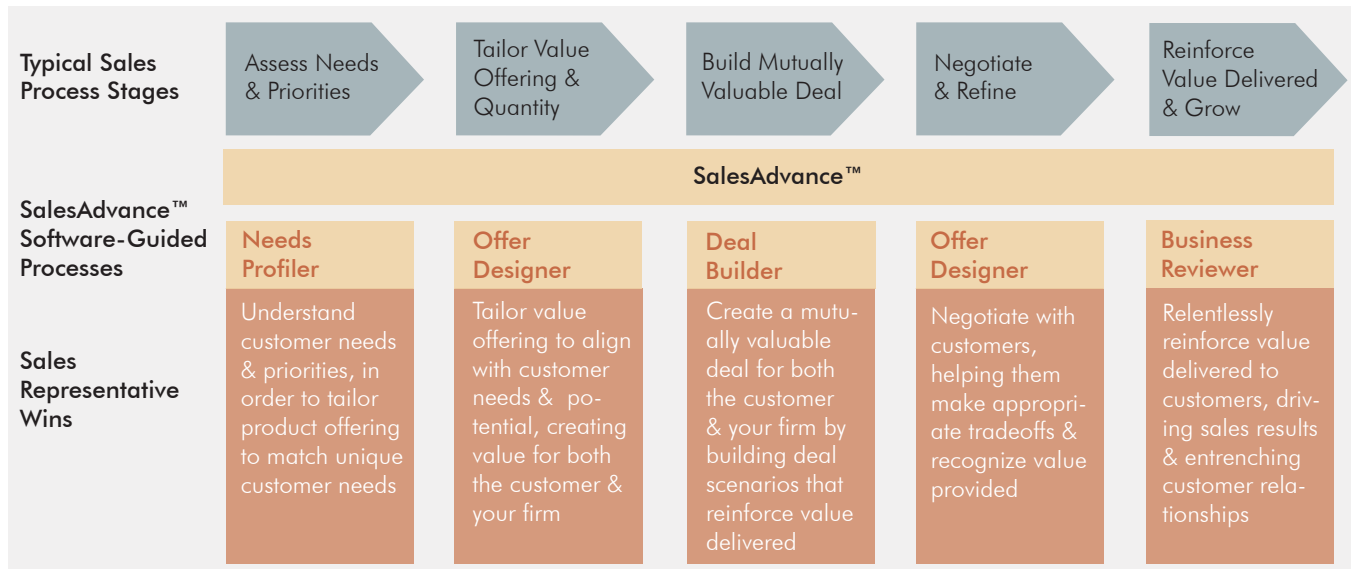
Customer Value

Quantify clear differentiation between product, service, program and system alternatives

Deliver customized communication with detailed proof of value, enabling customer to build a justifiable business case for purchase decisions

DRIVE RESULTS BY FOCUSING THE SALES FORCE ON VALUE THROUGHOUT THE SALES PROCESS

The software-guided processes help sales representatives manage key activities and successfully define, communicate, prove and reinforce value provided to the customer.



COMPONENTS AT THE HEART OF THE SALESADVANCE™ SOLUTION

Needs Profiler

- Stores comprehensive information about customer needs and priorities, and can allocate customers to unique segments
- Serves as a key input for other components of SalesAdvance™

Offer Designer

- Incorporates input data from the Needs Profiler, the sales representative and internal systems to generate a customized offering
- Develops, articulates and “proves” offer value, resulting in meaningful differentiation between alternatives
- Creates consistent and professional collateral for negotiations, enabling trade-off of value for price

Deal Builder

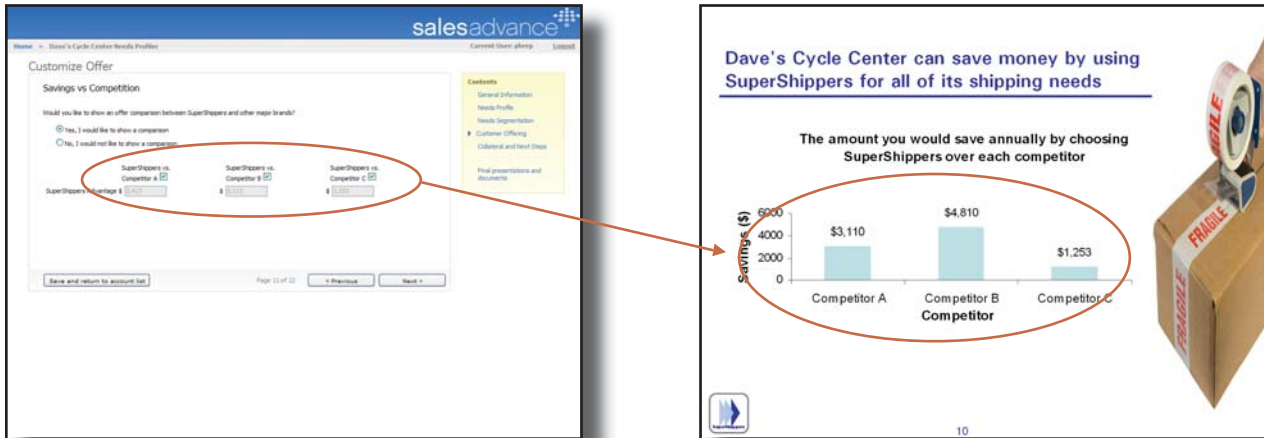
- Translates customer needs into specific deal terms and proposals
- Compares several deal scenarios

Business Reviewer

- Structures account discussions, focused on reinforcing value delivered and identifying opportunities and challenges for future business development

USER INTERACTION WITH SALESADVANCE™ DRIVES THE GENERATION OF CUSTOMER-READY CONTENT

Unified data from your other business systems and individual sales representative inputs are integrated with pre-defined business rules and marketing messages expressed in familiar MS Office templates. SalesAdvance™ combines your unique inputs to create professional, customized documents, in as little as five minutes.



Example: Sales representative uses check boxes to select which competitors to show for a cost comparison

ZS ASSOCIATES IMPLEMENTS SALESADVANCE™ WITH A STRUCTURED PROCESS

Understand Value Proposition for Each Targeted Segment	Develop and Tailor SalesAdvance™ Components	Test SalesAdvance™ with the Sales Force	Roll out SalesAdvance™
<ul style="list-style-type: none"> Review the value proposition for each targeted segment Translate the value proposition into quantified customer benefits and qualitative outcomes 	<ul style="list-style-type: none"> Define the customer needs profiling process used by the sales force Develop presentation with value proposition message Synthesize product and customer data to create individualized message 	<ul style="list-style-type: none"> Pilot with a selected group from the sales force Identify adjustments required before launch 	<ul style="list-style-type: none"> Finalize design based on testing Create supporting documentation, instructions and training materials Launch with the sales force

To maximize the impact of SalesAdvance™ a solid value-based selling foundation should be in place, including fact-based customer insights, a customer segmentation strategy, segment-specific value propositions and marketing messaging. ZS Associates can assist with the development of these elements if needed.

SalesAdvance™ helps sales representatives develop the capabilities and confidence to consistently and effectively execute a value-based selling strategy. The ability to define, communicate, prove and reinforce value provided to customers is a powerful differentiator in today's challenging B2B selling environment. Please contact us to learn more about SalesAdvance™.

www.salesadvance.com
salesadvance@zsassociates.com
312.233.4800

SALESADVANCE™ FEATURES AND FUNCTIONALITY

Overview	Single integrated application	<ul style="list-style-type: none"> Provides a single software solution for adopting and executing VBS, with four components that support the sales process: Needs Profiler, Offer Designer, Deal Builder and Business Reviewer
	Customizable	<ul style="list-style-type: none"> Customizes input, output and logic to reflect unique customer insight and segmentation, sales process, value proposition and marketing mix
Inputs	Unique analytics and algorithms	<ul style="list-style-type: none"> Incorporates unique logic that recommends sales content based on sales representative input, customer segmentation and customer performance
	Dynamic display of customer specific content	<ul style="list-style-type: none"> Delivers customer segmentation driven output Uses customer level data to generate dynamic graphs and charts Incorporates sales representative input on specific customers' needs and priorities
	Sales representative input	<ul style="list-style-type: none"> Captures and incorporates sales representative knowledge about a customer to customize output content Allows input from sales people to be highly controlled, totally freeform or somewhere in-between
	Unified data	<ul style="list-style-type: none"> Allows data to be transferred directly into SalesAdvance™ from a data warehouse, function-specific data mart or CRM system Extracts data from disparate systems and creates a single unified view before transferring into SalesAdvance™
	Multiple field types	<ul style="list-style-type: none"> Offers customized field entry types to suit organization needs, including free text, multiple answer, single answer, drop down, etc.
	Outputs	Multiple output options based on Microsoft Office templates
Technology	Output saved to network	<ul style="list-style-type: none"> Saves output to a network or local computer, allowing easy filing and access for other interested parties
	Reporting capabilities	<ul style="list-style-type: none"> Allows sales managers to view information and reports generated by their sales representatives Enables data entered by sales people to be collected for processing or uploading back to a CRM system
	Online access	<ul style="list-style-type: none"> Allows sales representatives access anytime, anywhere
	Authentication	<ul style="list-style-type: none"> Authenticates using your current LDAP authentication system or a standalone database
	Single sign-on	<ul style="list-style-type: none"> Compatible with ActiveDirectory, Novell eDirectory, SiteMinder, Oblix, LDAP and Windows authentication
	Hardware & software requirements	<ul style="list-style-type: none"> Supports Internet Explorer 6.0 and above or Mozilla Firefox Requires Microsoft Office® 2000 or Microsoft Office® XP for viewing output content
Common platform	<ul style="list-style-type: none"> Database: Oracle 9i, 10g, SQL Server 2000, SQLServer 2005 Web server: Windows Server 2003, .NET 2.0 	
Flexible deployment	<ul style="list-style-type: none"> ZS provides a range of options from hosting on servers at our colocation facility to deployment in your data center 	

ABOUT ZS ASSOCIATES

ZS Associates is a global management consulting firm specializing in sales and marketing strategy, operations and execution. Since 1983, ZS has helped a wide range of clients from start-ups to the Fortune 100 achieve success in sales and marketing. More than 800 ZS professionals serve clients from 15 offices worldwide.

