

Opportunity Management made easy!



Sales Opportunity Snapshot®

Sales Opportunity Snapshot (SOS) helps qualify in and set competitive strategy for deals that are worth winning and qualify out of deals that are not pursuing.

SOS provides a structured, scalable process for qualifying and most importantly, winning strategic sales opportunities where competitors are strong and customer buying protocols are influenced by formal and informal decision criteria.

Ideal for companies utilizing a sales process for the first time, or users of sales methodologies in need of a tune-up, SOS represents the state-of-the-art for taking your regional, national, or global sales teams to the next level.



What Does SOS Do?

SOS helps B2B sales teams win more deals, and increase deal size and margins by exploring 5 Key Areas:

➤ Opportunity Snapshot

Using a *Snapshot* assessment of the 9 key criteria that quickly determines if you should pursue or disengage from any deal.

➤ Alignment with the Political Landscape

Using the simple and insightful *Influence Map* to examine formal and informal power and find the Relevant Executive and all key Stakeholders who affect the buying decision.

➤ Establishing a Competitive Sales Strategy

By examining your relative strengths, weaknesses and positioning compared to competitors, and plotting which of 3 sales strategies will accelerate your deal.

➤ Developing a Value Proposition

To align with the business and political dimensions of the buying process in a way that creates new value for the client.

➤ Planning the Next Steps

Using decision points from each of the previous areas to drive actions towards the next iterative *Snapshot* assessment.

Seamless Dynamics 365 Integration

SOS works seamlessly with D365 for new or existing opportunities you already create and manage, except it is extremely visual, insightful, and helps Sales Teams win, and helps Partners with successful D365 implementation. Available now on the AppSource.

Who Needs SOS?

SOS is highly effective when you face:

- Long sales cycles
- Tough competition including “Do Nothing”
- Complex buying process

Sales reps, managers, support professionals and business partners will learn a common language to coordinate the group selling effort. This will help your extended team to:

- Qualify in or out of deals quickly
- Coordinate the sales strategy across departments
- Improve forecast accuracy
- Win more profitable business
- Ramp up new sales team members faster

Practical Field Implementation

A sales methodology is only as good as a team's willingness to use it. SOS is designed to be practical, effective, and easy to use – **SOS helps sales teams sell!**

- Snapshots take minutes to update and are highly visual. Critical sales information can be seen at a glance, so the focus remains on deal closure.
- SOS is a complete turn-key solution for companies installing a sales planning process for the first time.
- SOS can be used to supplement other sales methodologies.
- Simple, time-efficient assessment tools help managers easily apply SOS as a natural part of the sales review and forecasting process
- The hands-on 8-hour workshop ensures sales teams return to customer-facing activities faster than any comparable workshop on the market.

Software You'll Love to Use

We asked salespeople the Top 3 things they wanted in sales planning software:

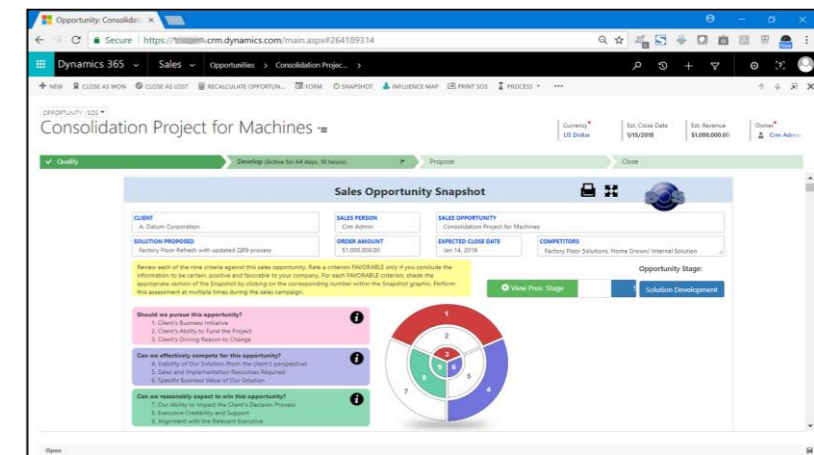
1. Intuitive dashboard interface
2. Easy to use and update
3. A focus on selling, not reporting

So, we created SOS in what may be the world's simplest interface ever.

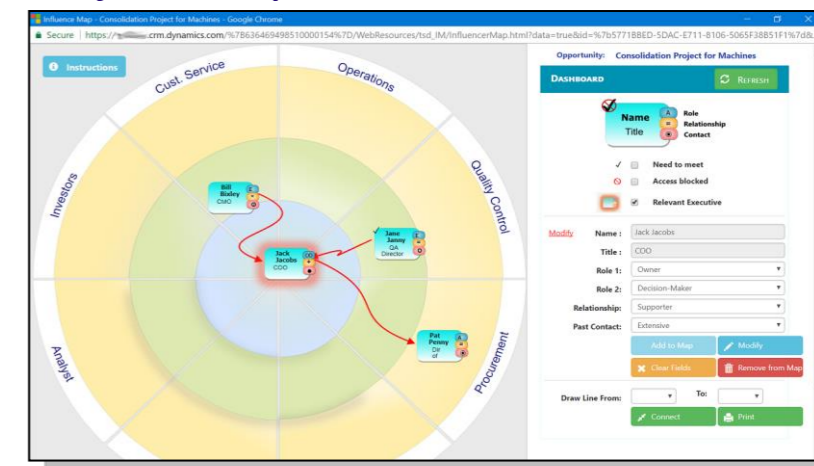
Now Available for D365

Take a test drive today and learn why users of other sales methodologies call it “The most significant evolution in sales planning for more than 10 years.”

Sales Opportunity Snapshot®



Influence Map



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Learning Solutions International and Technical Sales Development Inc

<http://bit.ly/TSD-SOSforD365>

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One customer who has been using the methodology for over 10 years and is now using in production on their D365 system, documented a **16-point average increase in win-rate using SOS.**

SOS for D365 is extremely visual, easy to use, and clearly depicts various aspects of a sales opportunity, including the **Snapshot Assessment®** of the sales opportunity, based on nine key Qualification Criteria, the **Influence Map**, consisting of an overview of key client executives who influence the sales opportunity, Competitive Strategy, Value Proposition, and Action Plan

Competitive Strategy

The screenshot shows the 'Competitive Strategy' section of the SOS methodology interface. It features a table comparing 'Our Solution' with 'Competitors for this Sales Opportunity'. The table has columns for 'Criteria', 'Our Solution', 'Factory Floor Solutions', and 'Home Grown/ Internal Solution'. The 'Our Solution' column lists 'Factory Floor Refresh with updated QES process', 'Established process Local expertise', and 'Integration with some of their systems will require consideration'. The 'Factory Floor Solutions' column lists 'Full QES with custom integration for Simple Machines' and 'Already has integration based on previous project. Not currently installed'. The 'Home Grown/ Internal Solution' column lists 'Internal solution developed early 2010' and 'Has not grown with business. Not capable of handling anticipated workload. Will need to be replaced'. Below the table, there are sections for 'Our Strategy' (Direct), 'Probable Strategy of Our Competitors' (Segment), and 'Our Company will win this deal if...' (We work with Jack to convince the committee to move forward).

Value Proposition and Action Plan

The screenshot shows the 'Value Proposition' and 'Action Plan' sections of the SOS methodology interface. The 'Value Proposition' section contains the text: 'Our Value Proposition: The quality issues can be improved from 1,500 parts rejected to 1/10,000 parts rejected in Phase 1 which will include accommodating the legacy systems. This is estimated to improve customer satisfaction from 8.0 to 8.8, the minimum threshold required, reducing customer churn and cutting rework costs by \$75k/month.' The 'Action Plan' section features a table with columns: 'Subject', 'When will it happen?', 'Owner', 'Who will do it?', 'Start', 'End', 'Status', 'Status Res.', and 'Date Created'. The table contains three rows of action items, such as 'Contact Jack to influence others' and 'Meet with Jack to open out R880'.

The SOS methodology is **fully integrated with the D365 Environment**, providing a unique view into Sales Opportunities such as:

- **Use of existing Contacts** on the Influence Map, or creation of Contacts when new Influencers are added.
- The ability to determine across all Opportunities where, and in what capacity (Role, Relationship, Level of Contact) **where the Influencers (contacts) have appeared on other Opportunities** so those relationships can be leveraged
- The ability to determine **positioning of Competitors across all Opportunities**, what solution they are proposing, strengths, weaknesses and strategy used so that experience can help plan winning strategies
- **SOS Action Items assigned to D365 users appear on their Activity list** and Action Items can be assigned to non-D365 users
- **All Snapshot qualification data is captured at each change of sales stage** so that business analytics can be used to help sales reps and managers uncover patterns in winning deal processes, proactively determine actions to drive deals forward, or determine what is required to accelerate stalled deals.