



# VALUE BASED SELLING REAL WORLD SUCCESS STORIES



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YOU CAN DO IT, **DECISIONLINK** CAN HELP!



April 2015

Pilot Starts

1 Solution

15 Deals to Validate

September 2015

Really Going

14 Complex Solutions

45 Deals to Validate

November 2015

Preparing for Success

150+ Trained Users

January 2015

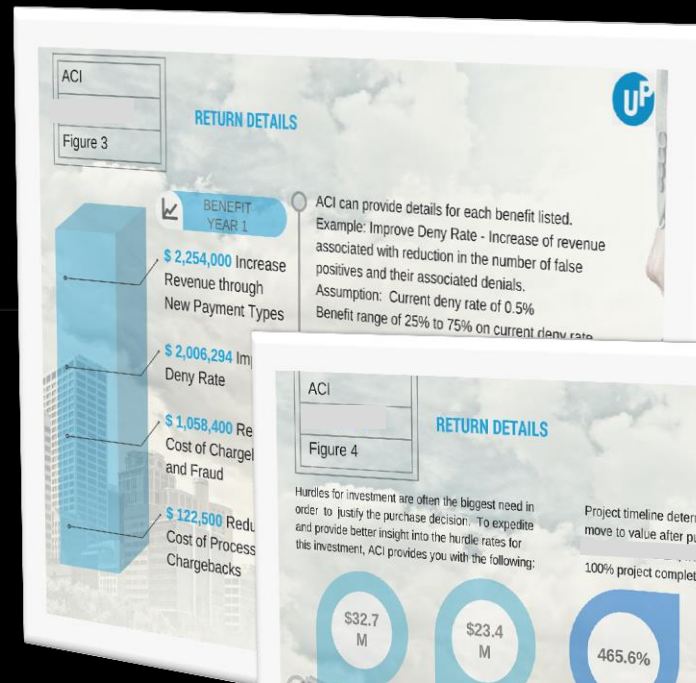
Kickoff Transformation

165 Deals and Growing

<1 Value Engineer

Inside Salesforce.com

All Level 1 Managers Trained





**DECISIONLINK VALUE SELLING AUTOMATION™**  
BUSINESS



**zilliant™** BUSINESS VALUE

**VITO HEADLINE**  
**REVENUE LEAKAGE COULD BE COSTING**  
**\$77M PER YEAR**

**TIE-IN PARAGRAPH**  
Whenever you create a business correspondence for a Very Important Top Officer (VITO) you must follow the rules of engagement that they are agreeable to. You must create a business correspondence that earns their readership. And follow their preferred business letter format.

In the middle of your VITO Letter - business correspondence you'll be putting your benefit bullets. These are a series of brief statements of results that you either have a proven track record of delivering or that you have a high level of suspicion you can deliver to this VITO. This is your value proposition to VITO!

**BENEFIT/VALUE CHART**  
The benefit bullets in your VITO Letter must be rich in either hard-dollar value or soft-dollar value. Again, value proposition. You can replace your benefit bullets with a color graph or pie chart showing results before and after your solution.

**BUSINESS VALUE FOR CINTAS**

BENEFITS DISTILLED	COMPANY	EMPLOYEES	PRODUCTIVITY	REVENUE
<b>CUSTOMER CHURN</b>	While many countries in the world take their weekend break on Saturday and Sunday, Mal			<b>\$35,621,744</b> LOSS
<b>WALLET SHARE</b>				<b>\$27,314,694</b> LOSS
<b>CAMPAIGN PERFORMANCE</b>				<b>\$ 2,426,825</b> LOSS
<b>EMPLOYEE PRODUCTIVITY</b>				<b>\$12,500,000</b> LOSS
				<b>TOTAL POTENTIAL LOSS</b> <b>\$77,863,263</b>

When sales managers don't have an objective basis by which to provide sales reps with guidance on how to sell more they waste time and fail to help reps achieve quota. New sales reps often struggle to know where their time is best spent and to become familiar with large product catalogs. This often results in months of low productivity until the rep is fully on-boarded.

Complex Sale  
Getting Started

Sales Organization Trained  
Value Hypothesis Philosophy

Salesforce.com  
Really Going

2 Solutions  
Sales Team DecisionLink Trained

Every Deal  
Preparing for Success

Not Just the Biggest

Executive Content  
Kickoff Transformation

<1 Value Engineer  
Infographics  
VITO Letters  
Business Cases  
And More



ACI
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Figure 4

**RETURN DETAILS**



Hurdles for investment are often the biggest need in order to justify the purchase decision. To expedite and provide better insight into the hurdle rates for this investment, ACI provides you with the following:

Project timeline determines the effort and time move to value after purchase. We expect that [redacted] will be able to reach 100% project completion by beginning of 2019.



**TOTAL BENEFIT**  
Benefit achieved from cost reduction and productivity enhancements



**NET PRESENT VALUE (NPV)**  
Today's value of the future benefits



**ROI** – The return an investment in this solution will yield in 5 years



**PAYBACK PERIOD**  
The time it takes from the initial investment to reclaim the investment

