

*Summary Overview*

**Building Your Sales Engine  
More and Bigger Deals, Higher Hit Rates,  
Shorter Sales Cycles**

VSPLP-01 HO

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# Introduction

This Summary Overview provides the highlights of the KappaEast presentation at the CEO Forum. Questions regarding this Overview should be directed to Harvey Hendler or Richard Schroeder at:

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For additional information on KappaEast's approach to building a Sales Engine or more general information about KappaEast, go to [www.kappaeast.com](http://www.kappaeast.com).

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# The Sales Engine



# Strategy

- Question 1: **Who will we sell to?** (The markets, verticals and geography that we will focus on.)
- Question 2: **What will we sell?** (The primary focus of our solution/product offering to the target market.)
- Question 3: **Why will they buy?** (Identity and value proposition)
- Question 4: **Why will they buy from us?** (and not from a competitor? - competitive advantage)
- Question 5: **What/who are the channels/partners required to implement the above?**
- Question 6: **What are the critical internal capabilities necessary to implement the above?** (5S's: systems, structure, staff, skills, shared values)

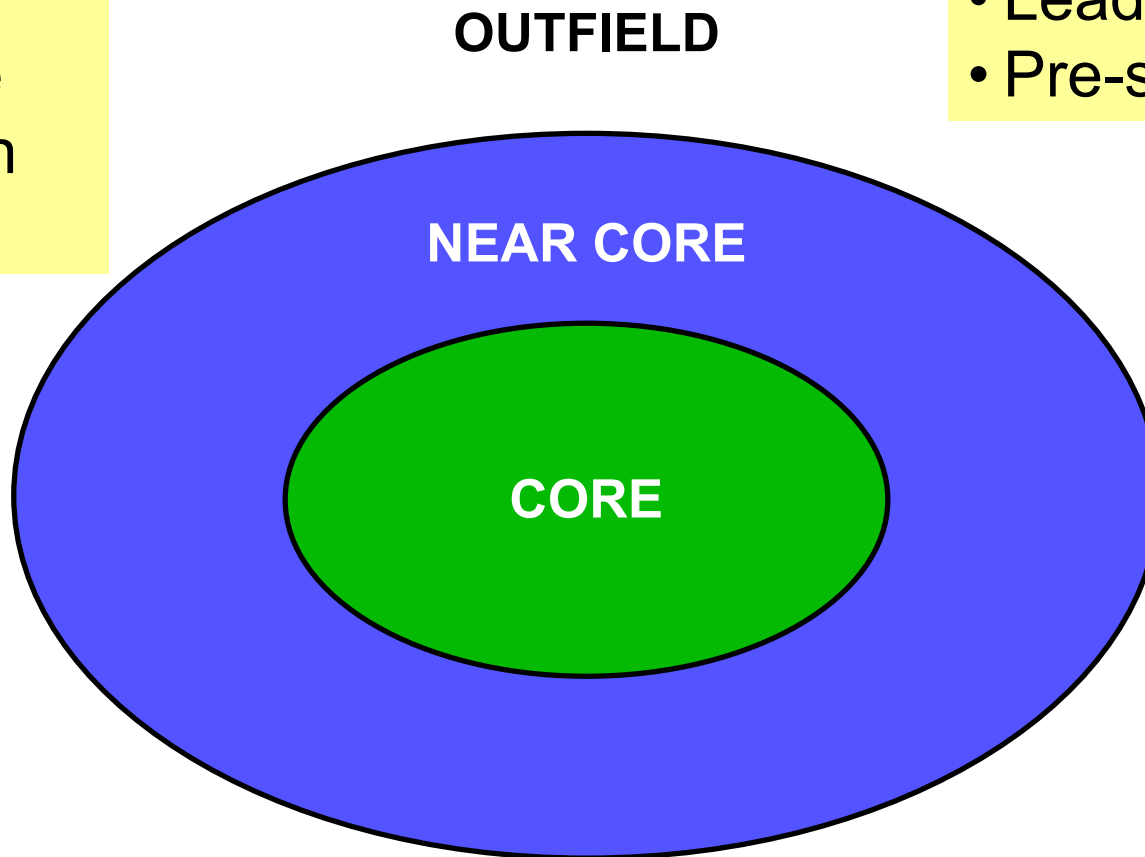
# Q.1 (sell who?) & Q.2 (sell what?)

## WHO

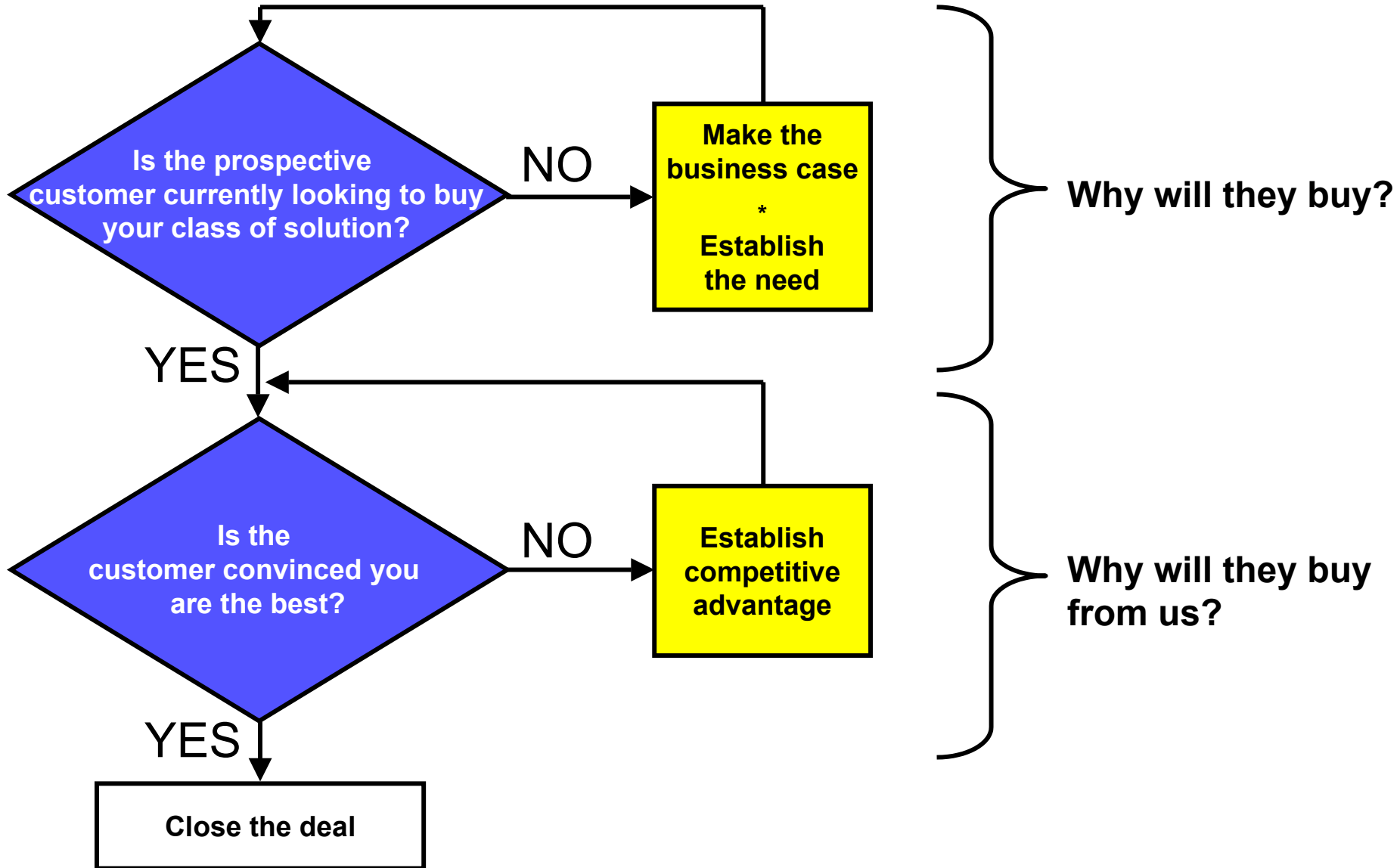
- Geography
- Industry
- Co. size
- Function
- Level

## WHAT

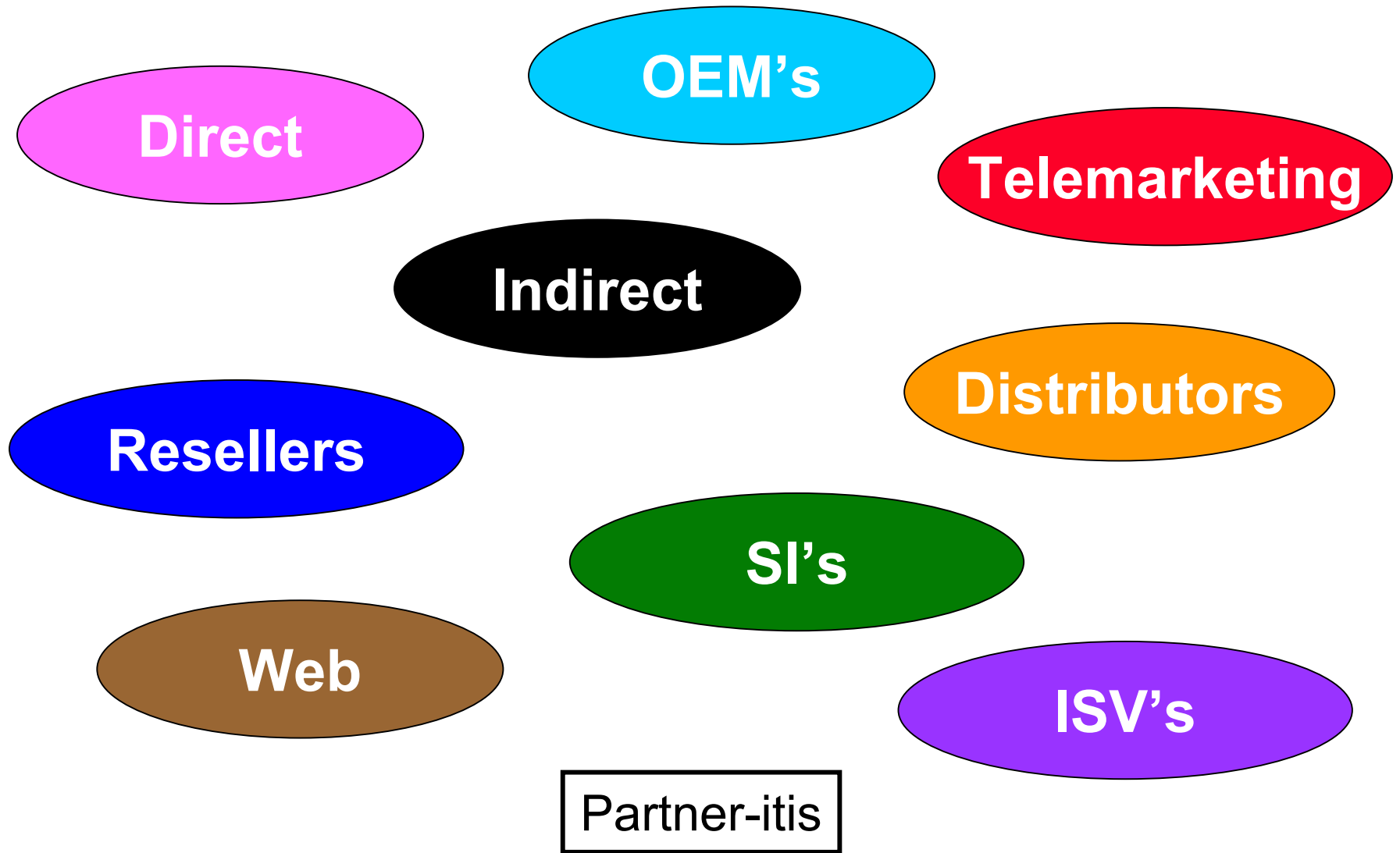
- Priority
- Lead with
- Pre-sale support



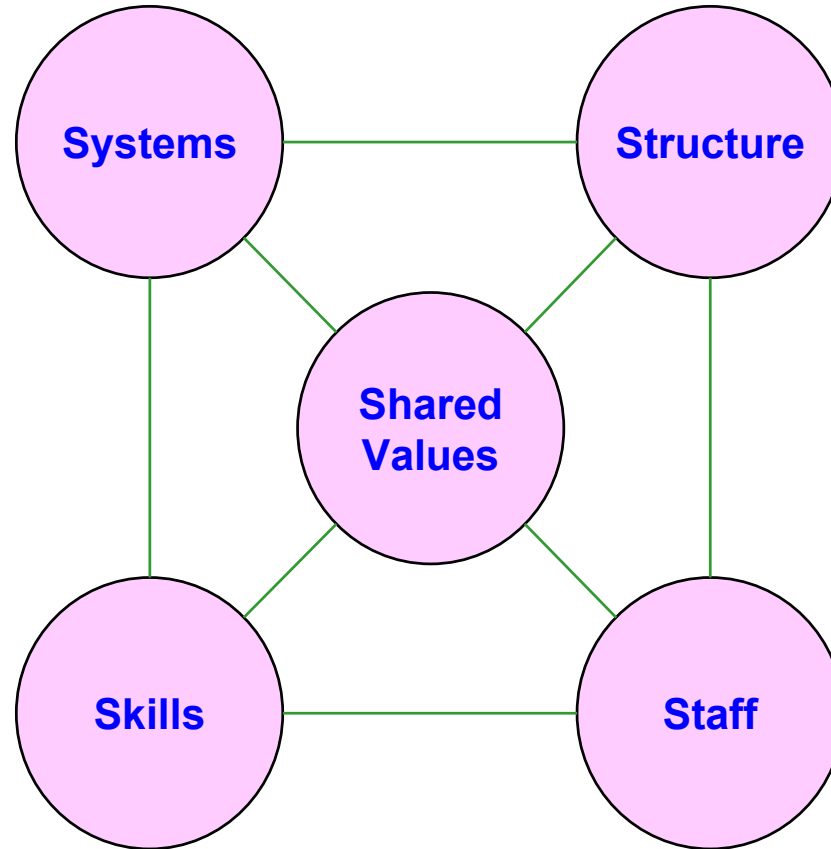
# Q.3 & Q.4



# Q.5 The Problem



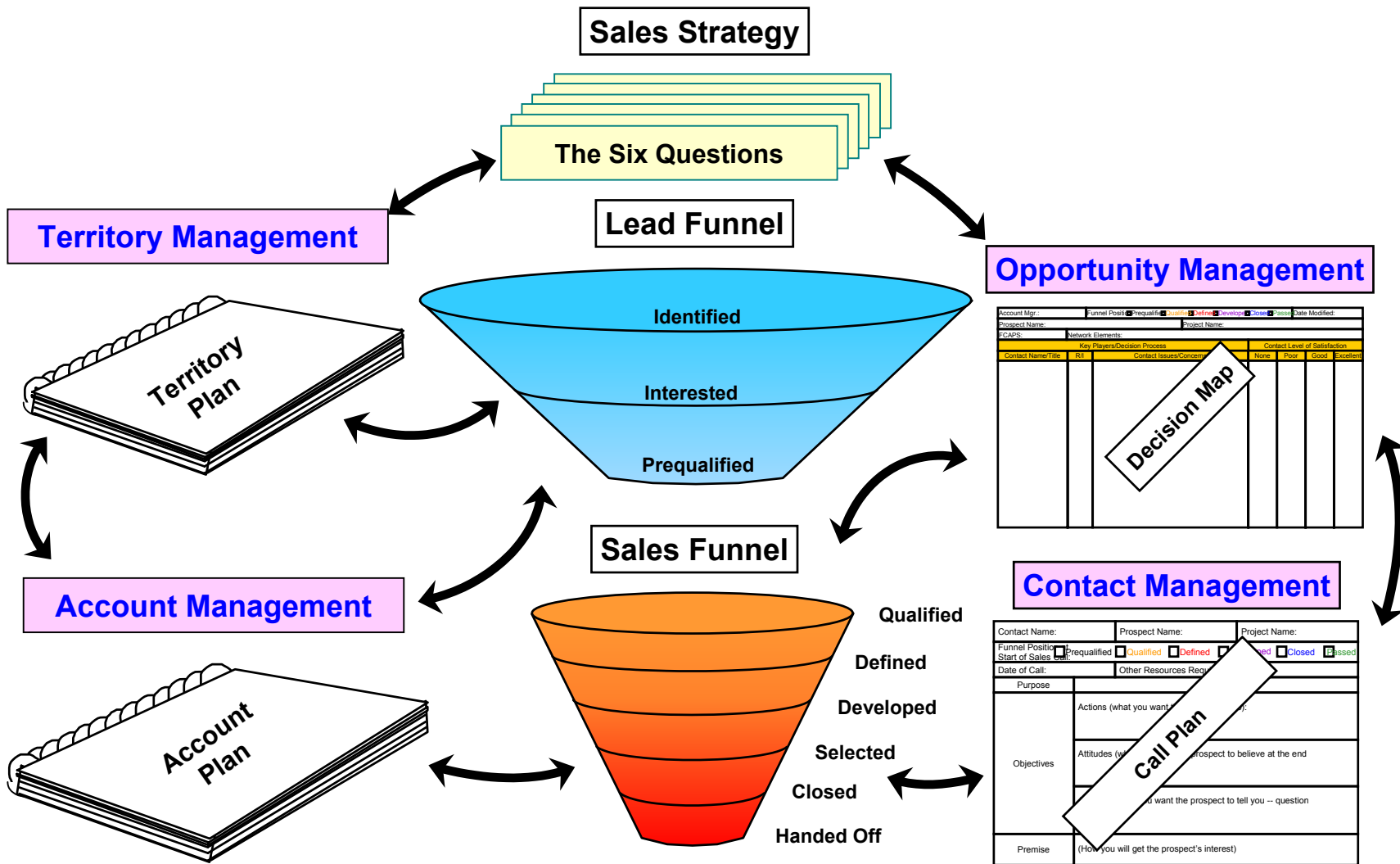
# Q.6 What Works



Put in place the key capabilities to deliver on Q.1 – Q.5

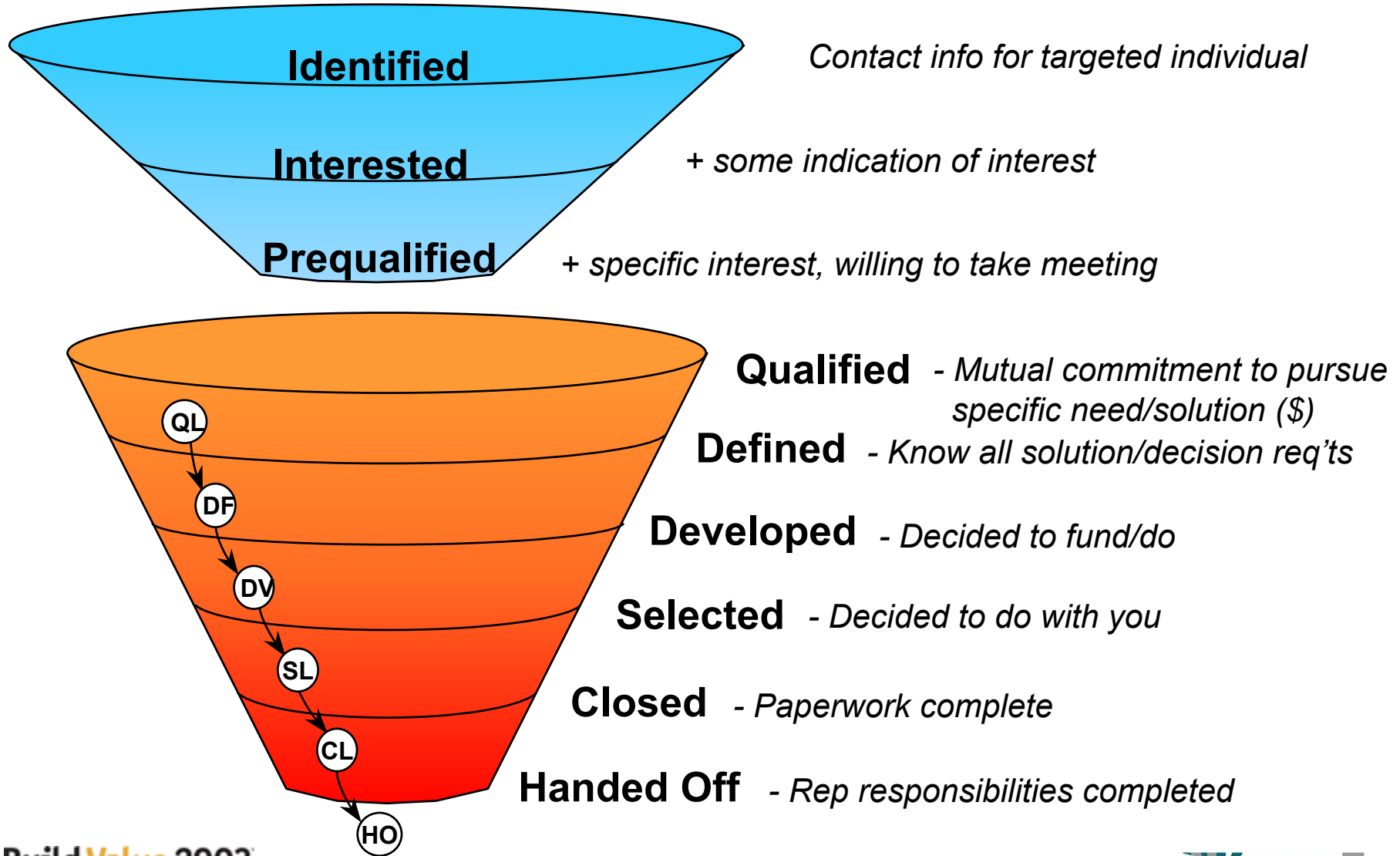


# The Engine Detail

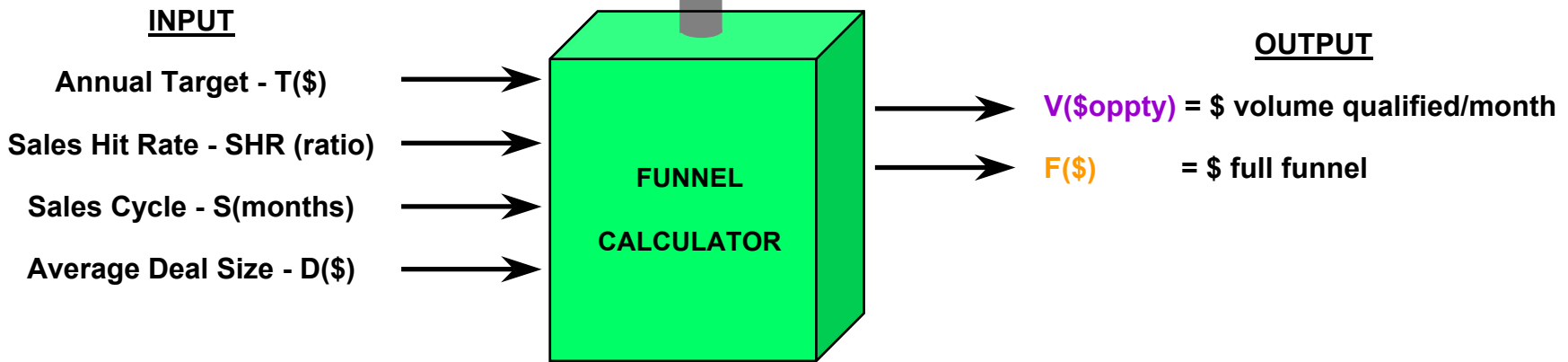
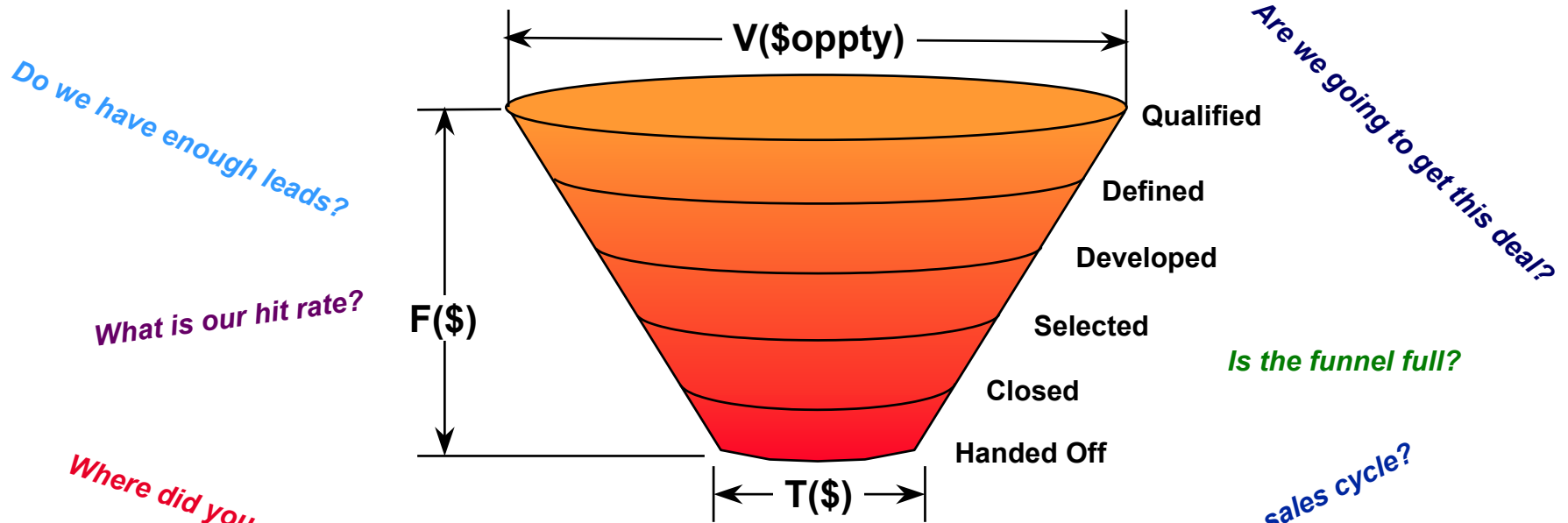


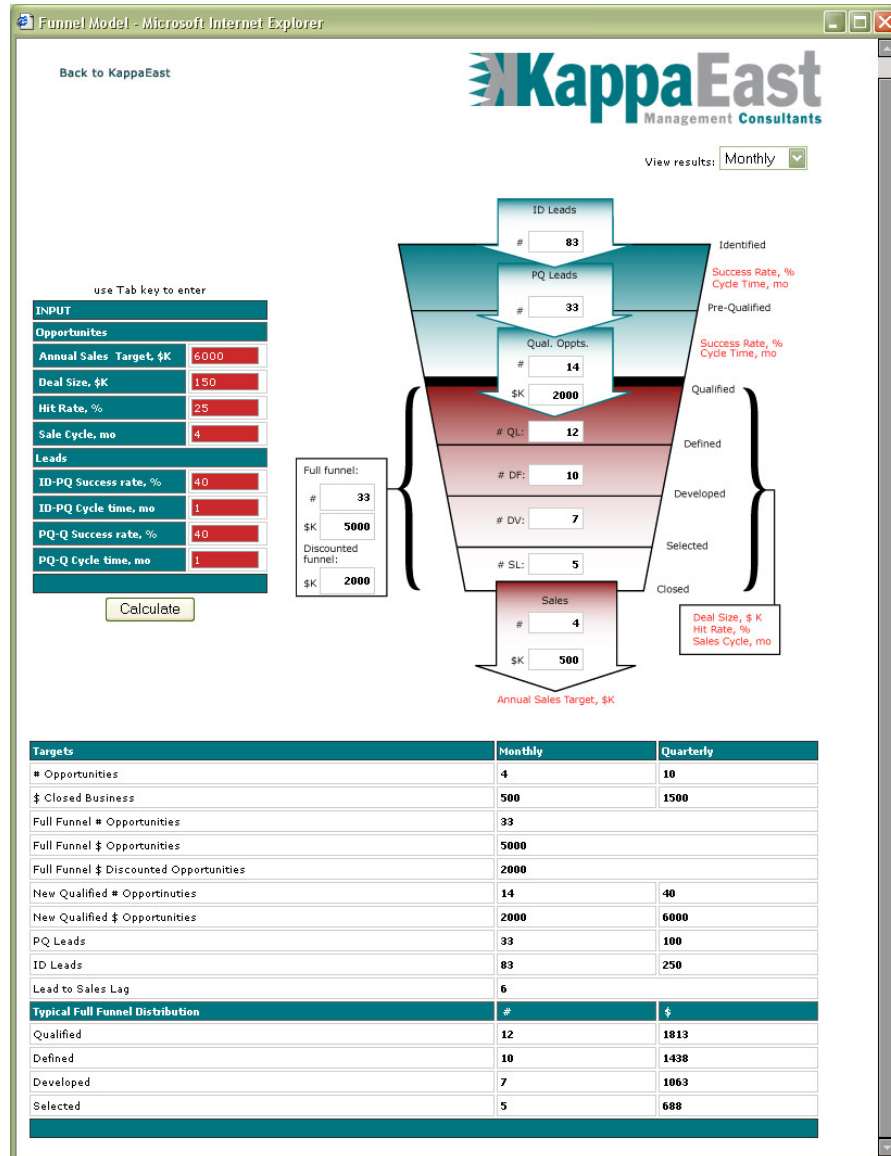
Skills, Competencies, Knowledge

# Fundamentals



# The Foundation of Sales Process Analytics





# Back Home Action Plan Starter Kit

## Actions to take:

1. *Answer the 6 questions*
2. *Implement phase lines*
3. *Set targets, measure*
4. *Make it part of the DNA*
5. *Train the Board*

