

# Jana Technology Services UK Sales Process



### Lead Identification

**Introduction**

**Objective:** To identify the players in the organisation, assess the opportunity and do sufficient to generate interest in Client proposition so that there is an agreed route forward through the qualification phases.

**Tools:** Telephone Conversation, CRM, Case Study, Industry Expert, Analyst Report, Web Site, eSubscription Services.

**Profile Identification**

- Contact's Position & Influence
- Defined Project
- Project Budget Set
- Company Profile & Business

**Opportunity Identification**

- Decision Making
- Project Stage
- Business Driver
- Client Value Proposition

### Discovery

**Qualification**

**Objective:** To reach a point with minimal exposure and effort to qualify whether we should engage with the full qualification and solution definition, and agree this roadmap with the customer.

**Tools:** Meetings, Chalking & Talking, (at most) a Business Change Demo.

- Current Pain
- Client Champion
- Client Cost Test
- Identify Economic Buyer
- Organisation Charts
- Technical Architecture
- Client Proposition Fit
- Alternatives
- Obstacles

**Qualification**

**Work in Progress**

Objective: To understand the players, process and criteria by which the client proposition solution will be embraced, and enable the customer to quantify its business value.

Tools: Workshops, Solution Days, Executive Meetings, Technical Meetings, Demo.

- Business Metric
- Meet Economic Buyer
- Organisation Charts
- Decision Making Process
- Decision Criteria
- Architectural Fit
- Required Proof

**Engaging with IBM/SI**

- Exposed Areas
- Risk Assessment
- Partners' Sales Process

**Qualification**

**Solution**

Objective: To reach a point where the customer has agreed a solution and requires only areas of proof to be achieved to be in a position to proceed immediately.

Tools: Workshops, Solution Days, Executive Meetings, Technical Meetings, Demo.

- Technical Solution
- Delivery Process

**Strategy to Close**

**Forecast**

Objective: Define and agree the closing commercial framework around proof activity, and close the deal.

**Proposal**

- Propose the Solution

**Proof Exercise**

Objective: To demonstrate the level of proof which the customer needs to make the decision.

Tools: Reference, Applied Demo, Analyst Review, Training, First System Exercise, Training Demo Workshop. [Proof of Concept, Evaluation, Benchmark, Pilot.]

**Order**