

# Gold and Silver Programs

## *The right tools for your Win Loss Analysis program*



### Gold Program

Primary Intelligence's Gold Program provides all of the tools your company needs to run a comprehensive win loss program, including professional interviewing, sophisticated analytics and consultation, and Web-based tools to help key stakeholders in your organization analyze and disseminate findings. The Gold Program is specifically designed for those clients who are interested in using win loss intelligence to inform strategic decisions and to create positive process change throughout their organization. Highlights of the Gold Program include:

- Complete implementation support, including interview design and sample management, as well as identification and training of key stakeholders in your organization.
- Complete program management throughout the interview process, including weekly updates.
- Data analysis on both the individual interview/opportunity level and on the aggregate level, delivered in the form of opportunity profiles, post-interview consultation sessions, market evidence reports on specific issues, executive summaries, trend reports, and on-site/conference call presentations.
- Access to all of Primary Intelligence's Web-based analysis tools, including Horizon, Executive Planner, Sales Explorer, and Competitive Navigator.

### Silver Program

Primary Intelligence's Silver Program provides the tools your company needs to gather actionable and accurate win loss intelligence. The Silver Program includes professional interviewing and sophisticated analytics to help you better understand your wins and losses on the opportunity level. This program is specifically designed for those clients who are interested gathering powerful win loss intelligence for their organization on a tactical level, but who are concerned about the costs of implementing a strategic, organization-wide intelligence initiative. Highlights of the Silver Program include:

- Complete implementation support, including interview design and sample management.
- Complete program management throughout the interview process, including weekly updates.
- Data analysis on each of the sales opportunities interviewed, delivered in the form of opportunity profiles and post-interview consultation sessions.
- Access to Primary Intelligence's Web-based Horizon tool, which allows you to manage your program and view findings in real time.

Item	Gold	Silver
<b>Implementation</b>		
Dedicated Account Consultant	Included	Included
Dedicated PI Account Team	Included	Included
Program Kick-off	Included	Included
Interview Setup & Implementation	Included	Included
Implementation Project Management	Included	Included
Initial User Administration	Included	Included
Stakeholder Program Setup	Included	
Stakeholder Program Training	Included	
Applications Overview & Training	Included	Horizon only
Sample Management	Included	Included
Program Administration Setup	Included	Included
PI Team Training	Included	Included
<b>Program Implementation Fees</b>		
Renewal Implementation Fee	No Fee	No Fee
Small Program Implementation Fee	Speak with Representative	Speak with Representative
Medium Program Implementation Fee	Speak with Representative	Speak with Representative
Large Program Implementation Fee	Speak with Representative	Speak with Representative
<b>Program Management Unit Contents</b>		
Dedicated Account Consultant	Included	Included
Dedicated PI Account Team	Included	Included
Project Management	Included	Included
Interview Maintenance	Included	Included
Stakeholder Program Management	Included	
Data Analysis	Included	Included
Market Evidence Reports	Included	
Sample Management	Included	Included
Weekly Client Updates	Included	Included
Results Reporting	Included	
Trend Report Review	Included	
Sales Rep Sample Request	Included	Included
Horizon Access	Included	Included
Executive Planner Access	Included	
Sales Explorer Access	Included	
Competitive Navigator	Included	
Program Add-on Discounts	Included	
Larger Contract Discounts	Included	
Executive Summary	Included	
<b>Program Management Unit Fee</b>		
Small Program Management Fee	Speak with Representative	Speak with Representative
Medium Program Management Fee	Speak with Representative	Speak with Representative
Large Program Management Fee	Speak with Representative	Speak with Representative
Enterprise Interview Fee	Speak with Representative	Speak with Representative
Interview Instrument (unlimited questions)	Included	Included
Interview Scheduling	Included	Included
Interview Completion	Included	Included

<b>Item</b>	<b>Gold</b>	<b>Silver</b>
Interview Transcription	Included	Included
Transcription Editing	Included	Included
Company Summary (profile headers)	Included	Included
Opportunity Analysis	Included	Included
Post-interview Phone Consultation	Included	Included
Opportunity Profile	Included	Included
Sales Rep Interview Fee	Speak with Representative	Speak with Representative
Interview Instrument (up to 25 questions)	Included	Included
Additional Question (each)	Speak with Representative	Speak with Representative
Interview Scheduling	Included	Included
Interview Completion	Included	Included
Interview Transcription	Included	Included
Transcription Editing	Included	Included
International Interview Fee	Speak with Representative	Speak with Representative
Foreign International Interview Fee	Speak with Representative	Speak with Representative
Interview Incentives	Incentive + 10%	Incentive + 10%