



Get Prospects off the Fence

“No Decision” Analysis

Move prospects away from their indecision

Lack of Sales Progress

In any sales person’s pipeline, there are always those perpetual prospects that just seem to hang around. In each pipeline review, you tend to get the same set of answers: “they’ve pushed their decision into the next quarter”, “they are still looking for budget,” or “they decided to hold off until current events clear up.”

While a sales manager may understand these reasons, it still is frustrating to see potential revenue either not get resolved or take up a salesperson’s valuable time when other, more ready prospects are waiting to be contacted.

The need to activate these stagnant prospects is obvious, but the question remains on how to best do this. Many times, the real reasons for inactivity are not the ones the salesperson believes.

With an unbiased, third-party review, your company can get to the root of the issue and discover why companies are not moving forward with their purchase decisions.

“No Decision” Analysis Benefits

- Discover the real reasons for stagnation at the deal level
- Identify trends within target industries that could lead to reduced revenue in upcoming months
- Uncover problems with your sales methodology
- Identify true points of need that will prompt decision makers to select your solutions
- Point out the areas of your solutions that do not resonate with the target market

“No Decision” Analysis Includes:

- Qualitative Review: the decision maker’s perception of each vendor on three primary drivers—Company, Solution, and Sales Team.
- Decision-Maker Assessment: an in-depth interview with the decision maker to uncover their reasons for entering the market for a solution as well as the reasons why they have not proceeded to a selection

Win Loss Analysis Helps:



Executives

“No Decision” Analysis helps executives see where their solutions and company may fall short. This helps them change what is not influencing potential customers to improve their offerings.



Sales Managers

The line between success and failure can be small. Utilizing “No Decision” Analysis helps managers train sales professionals to keep prospects moving towards a decision.



Sales Professionals

Proactive efforts by professionals can dramatically impact the sales cycle and purchase decisions by prospects. “No Decision” Analysis gives feedback as to why clients become inactive in their evaluation.

- Strategic and Tactical Analysis: a review of your company's actions in the sales scenario and recommendations that will convert your undecided prospects to won opportunities

Delivery

"No Decision" Analysis profiles are delivered as they are completed through Horizon, Primary Intelligence's online dashboard. All profiles are in PDF format for easy download and dissemination throughout your organization.

Horizon allows you to sort profiles by company, contact, sales person, deal size, and publishing date. You also have the ability to tag profiles and filter according to those tags, making it easy to access the types or profiles you want to view.

Profile delivery is just one portion of Horizon. It also gives you:

- Oversight into your campaign operations
- Ability to review individual questions and responses as well as run crosstabs on your data
- Reviews of prospect feedback on your competitors in comparison to you
- Overviews of general drivers and influencers of purchase decisions

Primary Intelligence Expertise

Primary Intelligence has been doing sales scenario reviews for over a decade and has done more third-party opportunity reviews than anyone in the world. Our consultants have extensive knowledge regarding sales processes and respondent perceptions. We have created methodologies that dramatically improve response rates from contacts and elicit the feedback you need to improve your company direction.

"No Decision" Analysis and the Sales Cycle

"No Decision" Analysis targets the actionable portion of the sales cycle—the purchase decision. Using intelligence gathered at this critical juncture, a

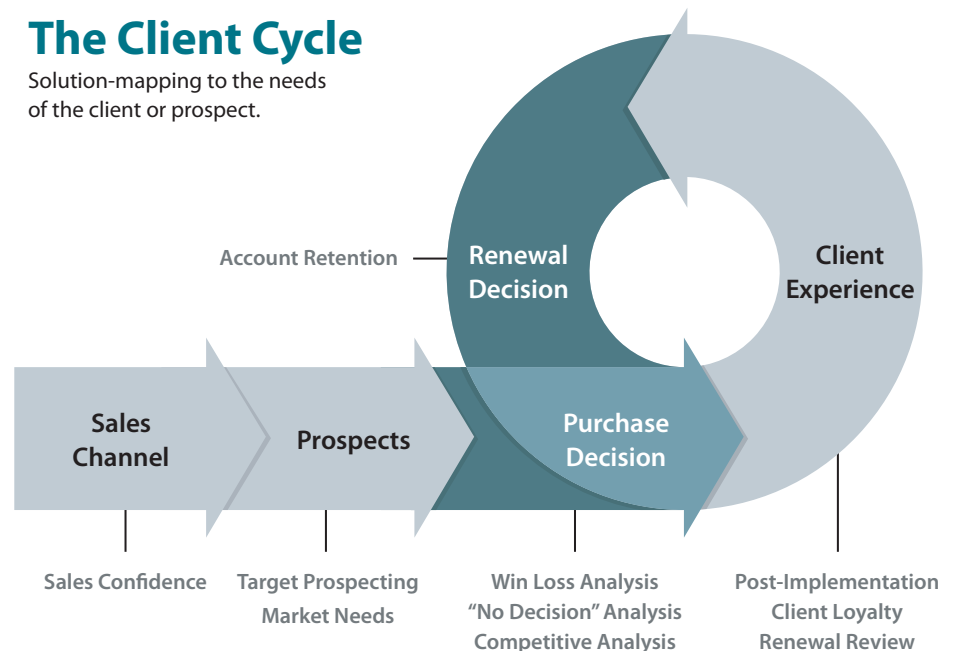
company can better impact the client experience post-sale and improve the chances of a contract renewal. This makes it easier to retain customers and improve revenue growth.

| Opportunity | Contact(s) | Type | Chosen Vendor | Deal Size | Sales Person | Decision Date | Publish Date | Download |
|----------------------------|---------------------------|------|---------------------|-----------|-------------------|---------------|--------------|----------|
| Effervescent Energy | Ty Dunkle | Loss | Andem, Inc. | \$590K | Marlon Kwiecinski | 8/2007 | 7/9/2008 | |
| Welate Development | Zeph Hegarty | Loss | NuBlu Systems | \$400K | Art Prohaska | 4/2008 | 7/8/2008 | |
| Tigion | Bartholomew Schreckengost | Win | Tenscon | \$510K | Jared Jones | 12/2007 | 7/7/2008 | |
| Konekt Technologies | Macy Ullman | Loss | Kempir Consulting | \$590K | Gail Minette | 2/2008 | 7/7/2008 | |
| Gayadrerth | Manfred Barr | Loss | Andem, Inc. | \$460K | Gail Minette | 5/2008 | 7/7/2008 | |
| AB Thebura | Spring Weeks | Loss | Sistemic | \$230K | Quinton Stokey | 9/2007 | 7/7/2008 | |
| Tex Group | Pearl Yonkie | Loss | Duocott | \$620K | Art Prohaska | 12/2007 | 7/7/2008 | |
| Extravent | Freddie Pittman | Win | Tenscon | \$310K | Marlon Kwiecinski | 5/2007 | 7/6/2008 | |
| Drummond Southern | Dakota Pullman | Loss | Konekt GmbH | \$570K | Quinton Stokey | 12/2007 | 7/5/2008 | |
| Conicompq Asia | Ross Garland | Win | Tenscon | \$290K | Dante Horse | 8/2007 | 1/15/2008 | |
| Datinc Systems Inc. | Ann Harding | Win | Tenscon | \$340K | Alvin Muthler | 9/2007 | 1/15/2008 | |
| Nologies Incorporate | Jewell Myopia | Loss | DiaZed Technologies | \$640K | Art Prohaska | 3/2007 | 1/15/2008 | |
| Tial Germany | Donalda Style | Win | Tenscon | \$80K | Julius Hayslip | 12/2007 | 1/15/2008 | |
| Advanced Information Corp. | Breanne Fiddler | Win | Tenscon | \$600K | Marlon Kwiecinski | 10/2007 | 1/15/2008 | |
| Cathove | Dahlia Gibson | Loss | Andem, Inc. | \$320K | Jared Jones | 12/2007 | 1/15/2008 | |
| Coles Myer | Merrick Laurenzi | Loss | Sientor | \$220K | Gail Minette | 5/2007 | 1/15/2008 | |
| MENA | Shantel Gearhart | Loss | Tenbit | \$40K | Larissa Pelter | 6/2007 | 1/15/2008 | |
| Escanation | Sharlene Hutton | Win | Tenscon | \$570K | Ray Knauer | 11/2007 | 1/15/2008 | |
| Scielope | Eireann Sloan | Win | Tenscon | \$55K | Quinton Stokey | 11/2007 | 1/15/2008 | |

Figure 1: Horizon Profiles

The Client Cycle

Solution-mapping to the needs of the client or prospect.



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Figure 2: The Client Cycle