



Making a Case for Your CRP

- Sample Approach

Notes on the Following Slides

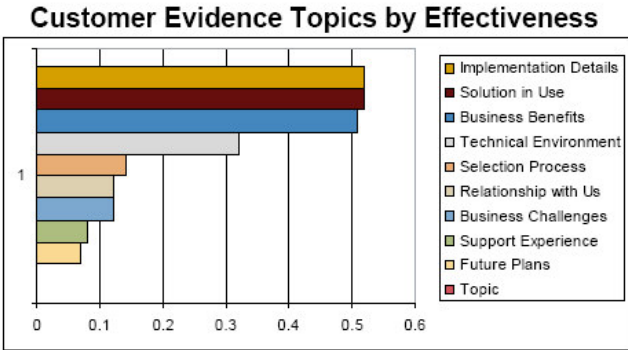
- These slides give a very abbreviated overview of how data and insight gathered from listening to your sales force might help you make a case for changes to the customer reference program
- A real-life listening exercise would produce insight in many more areas
- All data here is fictional

Lack of Reference Process Slows Down Sales

- Reps need references to close 58% of deals, but with only 850 “official” references, they must often scramble
- Reps report spending up to 10% of their time each month fulfilling reference requests from peers
 - 3,400 hours of sales productivity is lost monthly
- Reps cite “lack of references” in 32% of lost deals; we lose about \$8M in potential revenue each quarter

Desirable Customer Evidence Topic

- We asked reps what prospects most want to see in customer evidence; three clear winners emerged
- Current evidence focuses on selection process and relationship, rated as unimportant



Reference Program Goal: Speed Fulfillment

- Reduce the time it takes to deliver references to sales by 40%
 - Increase qualified reference pool
 - Streamline request process
 - Staff fulfillment team to meet demand
- Benefit: Reduce lost sales productivity by 500 hours/month
- Requirements: 2 additional FTEs, IT support for request form project, sales participation in recruitment push

Reference Program Goal: Target Evidence

- Transform customer evidence to deliver desirable topics
 - Revamp templates and interview guides
 - Rework strong existing stories
- Benefits: Sales has evidence targeted to prospect needs
- Requirements: 15% increase in evidence budget, branding support for revamp of evidence, marketing participation in rework of messaging and interview guides

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