



## COVID-19: Rethinking Your Business

Sales Process & Operations to Match





## **PART THREE: SALES PROCESS & OPERATIONS TO MATCH**

1. *Introduce Fiserv*
2. *Sales Process From Lead Generation to Close*
3. *Client Decision Making Process*
4. *Mapping & Data Mining Your Client Journey*
  - a. *Cost to Acquire*
  - b. *Lifetime Value*
5. *Mapping Operational Processes to Support Sales*
6. *Sales & Business Development*





## What We Did Last Time

1. *Last Webinar Recap*
2. *Setting Some Context with the Pandemic*
3. *Competitive Pressures*
4. *Risk Mitigation*
  - a. *Ignorable Risks*
  - b. *Nuisance Risks*
  - c. *Insurable Risks*
  - d. *Company Killers***
5. *Coherence Premium*
6. *Questions & Discussion with Guests*



# Sales Process Mapping

**Duration**



**Leads**

Prospect

Sales  
Pitch

Gather  
Info

Analyze

Proposal

Purchase

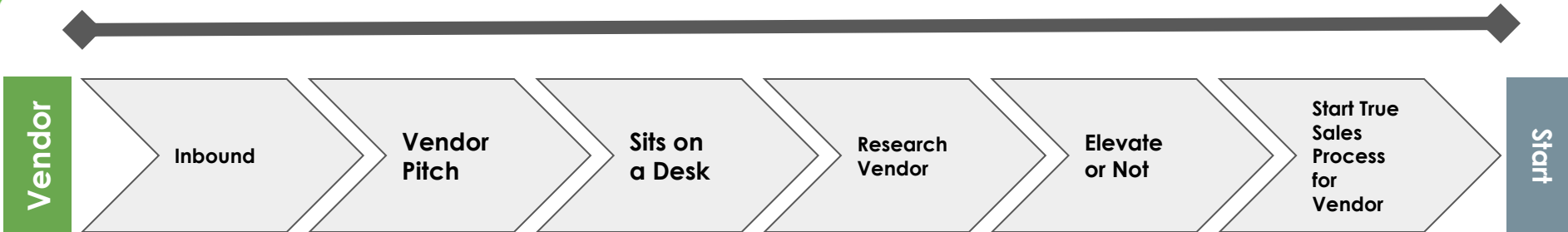
**Close**

**Time - Money - Resources**



# Client Decision Making Process

## Duration



## The Jury- Worth My Time- Behavior



## The Numbers

1. *Cost to Acquire*
2. *Lifetime Value*
3. *What are your assumptions rooted in*
4. *Use past examples of clients*
5. *Use industry standards; start somewhere*
6. *Does your sell speak to the ROI you generate*
7. **Don't Forget About Churn**
8. **Onboarding Costs**
9. **Relationship Management & Servicing Costs**
10. **Bargaining Power with Purchasers**
11. **How many prospects can be going through your sales pipeline at any given time?**
12. **Are there economies of scale?**



# You Cannot Have a Sales Pitch w/out a Sales Process

- ❑ Set expectations early on in the process
- ❑ Even show them the process if you can
- ❑ Keep them on the path
- ❑ When they take you off the path, bring them back to expectation setting
- ❑ Get them to agree to the process
- ❑ Don't mess it up
- ❑ Make the ask
- ❑ Be weary of the term "this is interesting"
- ❑ The product, the deal, the person
- ❑ *Does your sell speak to the ROI you generate*

# Outside Voices in the Conversation

Discussion  
with  
**Marquis Solomon of Fiserv**  
**Vijay Harrell of Tradelanes**

Question & Answers



# The Business Model Canvas

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

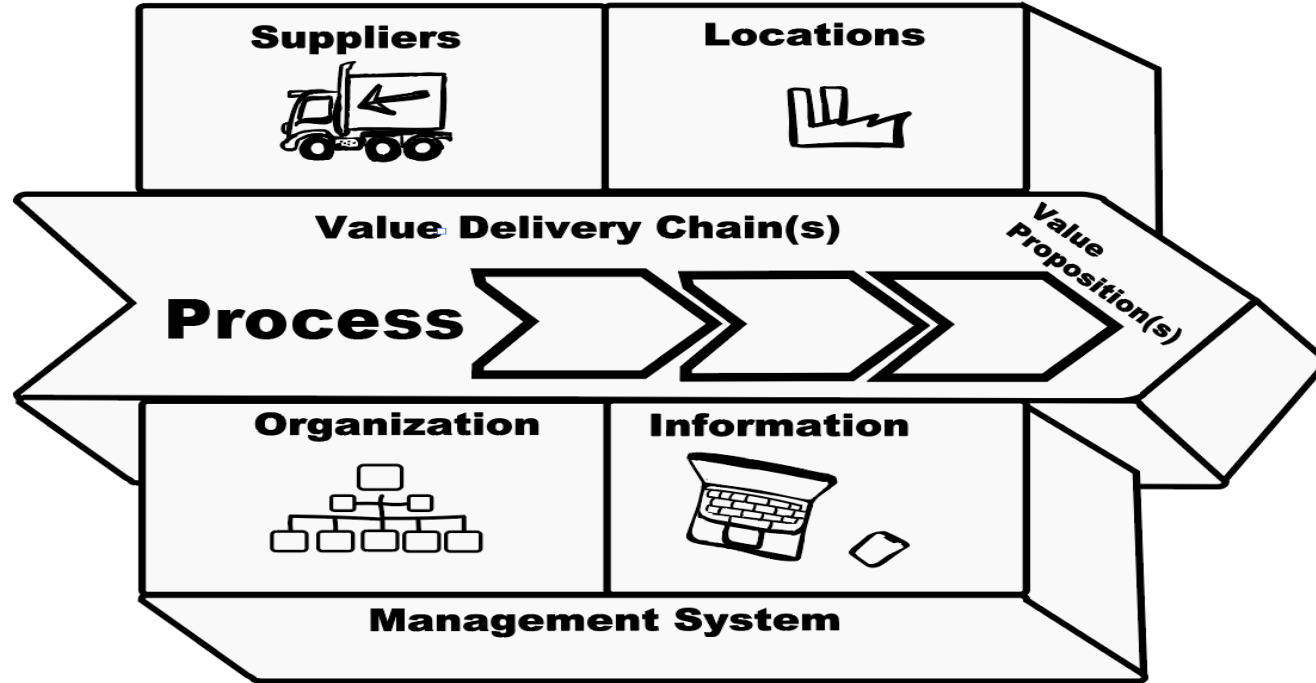


## Revenue Streams

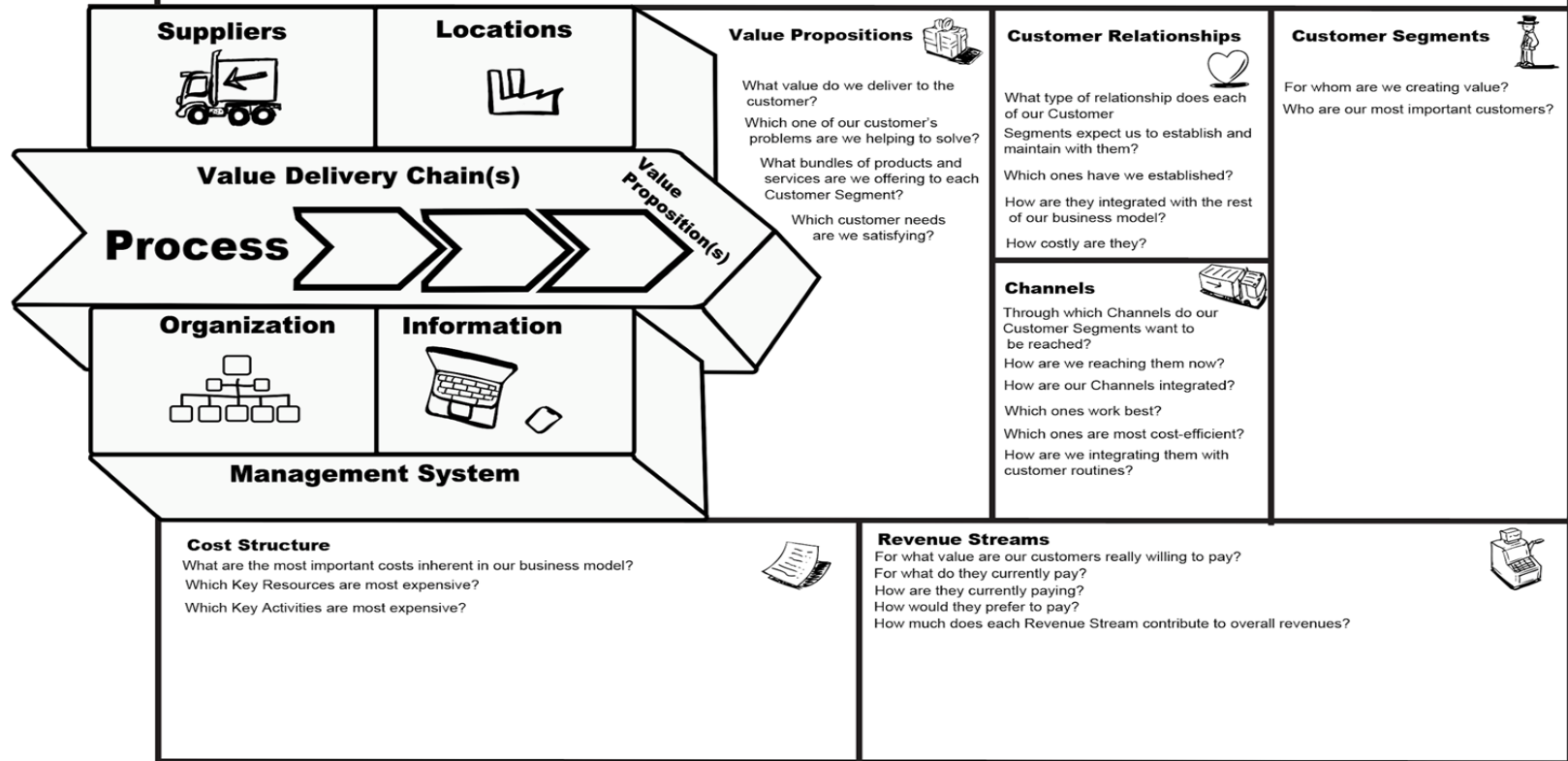
For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?



# Operating Model Canvas



# The Business Model Canvas with Operating Model Canvas



# Business Development



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Question & Answers

# Scale-Up Pitch Challenge

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Application Open: <https://www.f6s.com/scale-uppitchchallenge/apply>

- Application link can be found on nbmbaa.org

**Apply by: August 1st**

- 1st Place: \$50,000
- 2nd Place: \$10,000
- 3rd Place: \$2,500
- One on One business support offered to selected teams
- Tip session on submitting the best application: July 1st

Please reachout to Leann Grabski @ [leann@neverstop.co](mailto:leann@neverstop.co) to RSVP for Tip Session or for additional information



# ENTREPRENEURSHIP TOOLKITS

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[WWW.NEVERSTOP.CO](http://WWW.NEVERSTOP.CO)

