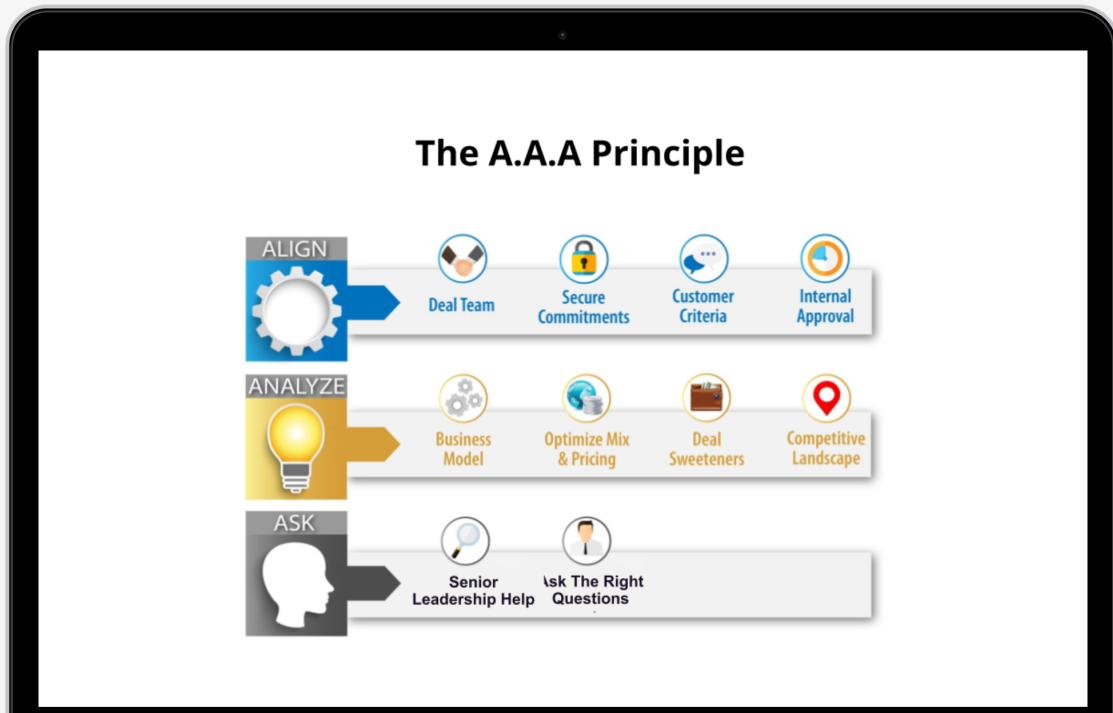


See How This Company Secured an Exclusive 3-YEARS Deal Using Our Proprietary AAA Sales Approach



CLIENT

A wireless operator offering Push-To-Talk (PTT) services.

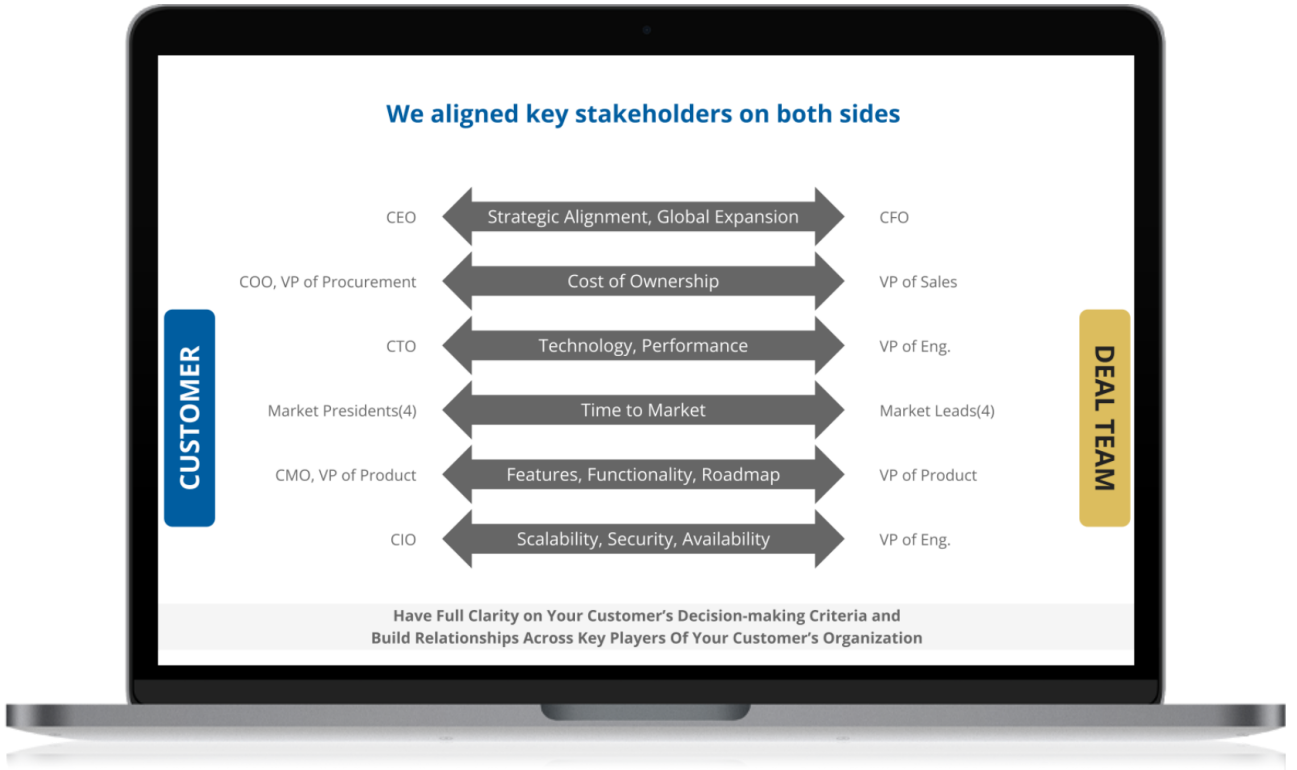
CHALLENGES

Our client was trying to land a lucrative account with a prospect who had been using 3 PTT services from different vendors and wanted to migrate all subscribers to one solution. They were one of two finalist vendors, out of multiple, that were being considered for the final purchase.

SOLUTION

To help them win the account, we guided them through our proprietary AAA approach to

- Understand their prospect's decision-making criteria and the key concerns of each decision-maker within the prospect's organization.
- Form a cross-functional Deal Team comprising of specialists whose departments could massively influence the deal.
- Ensure alignment of the interests of key stakeholders on both sides – the client's side and their prospect's side.
- Analyze multiple pricing models and incentives, and clearly articulate value proposition.
- Develop a robust business model for the deal.



RESULTS

Our client secured an exclusive 3-years deal with the prospect, expanding their global reach in the process and strengthening the relationship.

ABOUT NEVER LOSE THE DEAL

We are a B2B sales consulting firm that helps fast-growing tech companies achieve their revenue goals, extend market share and improve their competitive advantage by optimizing sales processes. We help plug the holes in your sales pipeline to close more deals by taking a scientific approach leveraging operational, employee, and customer data.

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