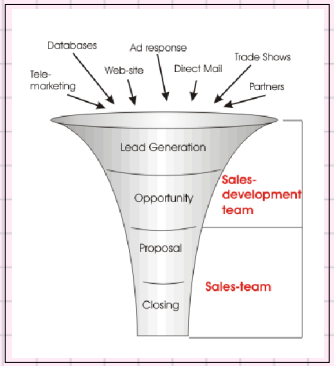

Copyright Inline Sales Limited

Inline Sales

Workshop

- Current Status and Fine-tune
  - People
    - Company
    - Clients and Contacts
    - Sales team
    - Competitors
  - Process
    - Value Proposition
    - Sales messaging
    - Sales Channels
    - Sales Plan
    - Sales Process
    - Support
  - Product / Service
    - Marketing activities
    - Pricing
    - Differentiators
    - Sales pack
- Expectations
  - Terms & Conditions
  - Time scales
  - KPI's
  - Commercial Arrangements

Validation

- Target
  - Identify 50 -100 potential customers
  - Contact via Telephone, Email
  - If requested send information
- Present
- Check and Evaluate
- Report

Deployment

- Lead Generation
  - Lead Generation Lead Generation Plan
  - Generation of Leads
  - Qualify, Distribute and Monitor Leads throughout Process
  - Lead Results Report
- Sales Team Deployment
  - Determine how to grow sales
  - Identify Sales Team members
  - Sales Pack and Training
  - Sales Methodology Integration
  - Forecast, pipeline, and activity reporting
  - Territory Development
  - Sales Delivery
- Report
  - KPI
  - Feedback
  - Lessons learned