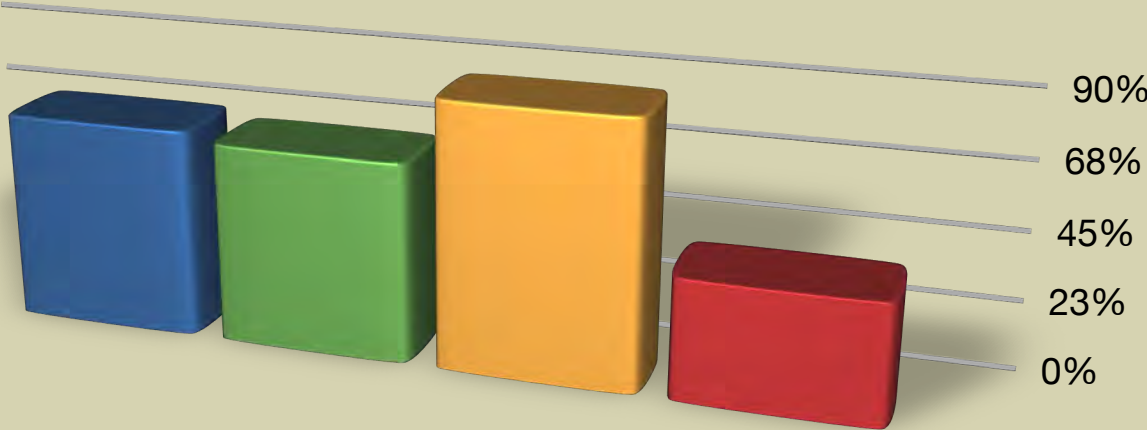


RVWL Sales Enablement Program



- Win More Sales
- Understand the offer
- Make us more productive
- Close Opportunities faster



How do you manage sales success?

Selling Enterprise or high value solutions is not easy, solution propositions often deal with complex customer problems and there's always competition for the business. Achieving repeatable success means you need to be able to harness the skill of your sales team and your partners. They need the key facts to effectively engage prospects and customers and maintain sales momentum.

Can *all* of your sales people, including your partners do this all of the time? Do they have the right information? Will they find and pursue the right opportunities, articulate the business value, align it to key customer issues and win?

Finally - how do you ensure that you have accurate and actionable information for each deal so that you can ensure their time is well spent and the right resources are applied to the right deals?

What is the RVWL SEP

The RVWL Sales Enablement Program (SEP) specifically addresses these questions, it is designed to provide concise, structured information to sales people so they can turn your proposition in to repeatable revenue. The RVWL SEP delivers information that sales people can and will consume - it is fact based, direct and to the point - providing the proof points and examples that help uncover and exploit opportunity.

Will it work for us?

The SEP is a proven program - it has been deployed broadly in many vertical markets, supporting numerous propositions from Unified Messaging to Application Life-cycle Management, Mobile communications and Embedded Systems, among many others. It compliments your marketing programs and existing sales methodology and exploits the best of what you know to help your sales people succeed. Since you've no doubt employed talented sales people, invested in their core selling skills and worked hard to create the programs that drive awareness and sales opportunity - your sales team will benefit from this program. We measure the success of our program with our customers, they testify to its success.

What are the benefits?

The bottom line is you win more, higher value deals. The SEP means sales people can internalize and communicate the key tenets of your proposition, they'll be more able to qualify opportunities and align your solution with customer need. More importantly it will help you avoid wasted sales effort on opportunities that simply don't justify the cost of sale. The RVWL SEP helps accelerate sales success, if you're entering a new market, releasing a new product or reinvigorating an existing offer for direct and partner channels.

How does it work?

Our program is facilitated by highly experienced, senior sales and marketing professionals with proven industry track records. The program starts with a one-day Discovery Workshop where stakeholders and experts from your business are brought together to describe and debate your proposition using a structured, question based capture process. This feeds the generation of a range of deliverables that can be consumed by customer facing teams. Many of our customers find the Discovery Workshop a compelling event, often they uncover key aspects of sales success and technical prowess that can change the game for other customer facing staff. Following the workshop a series of managed review gates ensure that the output is accurate, compelling and complete.

Roll Out

We've proven that an active roll out encourages adoption and accelerates the benefit of our program. We'll help your sales people to apply the output of the SEP to their opportunities and account plans. As part of the program we'll facilitate a workshop to help apply the content of your sales guides to example deals in your pipeline. We'll demonstrate how the guide works and how to apply each section to the various stages of the sale to encourage its adoption.



How do I get started?

The first step is to find a time when you can host a Discovery Workshop - you'll benefit from having representation from Sales, Pre-sales, Professional Services and Product Marketing, typically this means anything from eight to twelve people. Once we've completed the workshop, the delivery of a printed Sales Guide (pSG) or a web Sales Guide (wSG) typically takes around eight weeks if you can help us with completing actions and reviews. You should see the benefits of this program within six months.

You'll have some questions that need answering, we're happy to arrange a meeting with you - face to face is better because we can show you hard copy examples of work we've done before. However we can always host a web meeting and conference call where time zones and geographies dictate.

Contact us

You can contact us on +44 (0) 207 993 6059 (UK) or +1 408 754 7334 (USA) or email us at enquiries@rvwl.com

About RVWL

RVWL was founded in 2002, we focus on the provision of tools and services that make it easier for organizations to sell more, reduce the cost of sale and improve the productivity of Marketing, Product Marketing and Product Management resources. Our understanding of sales enablement, product marketing and offer management results from direct experience gained by our team who each have over ten years of senior management experience in large geographically distributed companies and start-ups. RVWL's services have been successfully deployed at Amdocs, Actix, Apertio, Borland, HP, IBM, Logica, Motorola, Polycom, Palm, Sitronics, Valista and many others.