



BUYONOMIST™ FITBOX

A service to build and maintain
the ultimate pipeline machine



A hybrid pipeline build service – we do the hard work to create the initial opportunity and then work with your sales team on the skills required to build and drive the pipeline, ensuring:

1. **An increase in new client recruitment wins**
2. **An increase on average deal size**
3. **A shortened time to close**

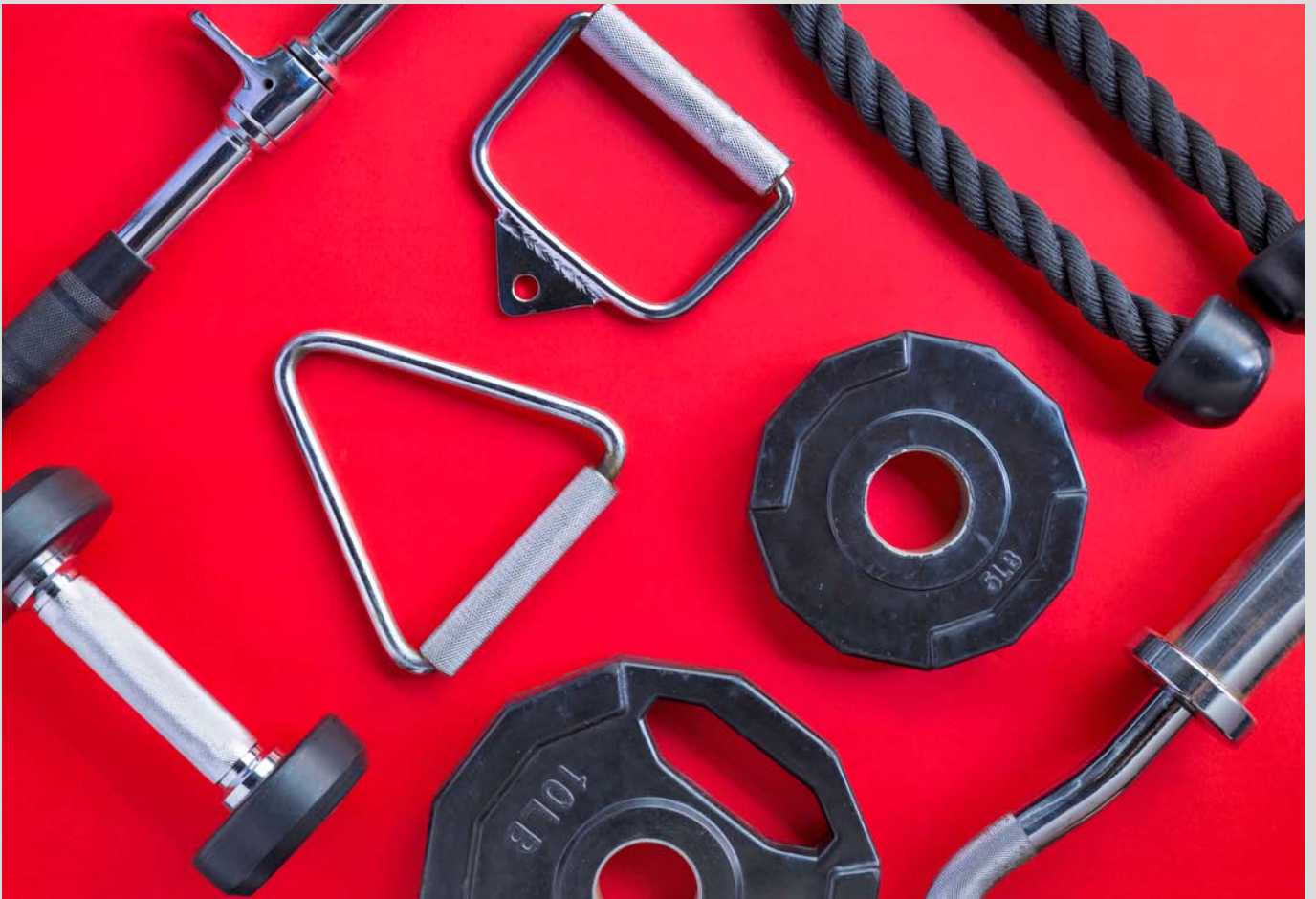


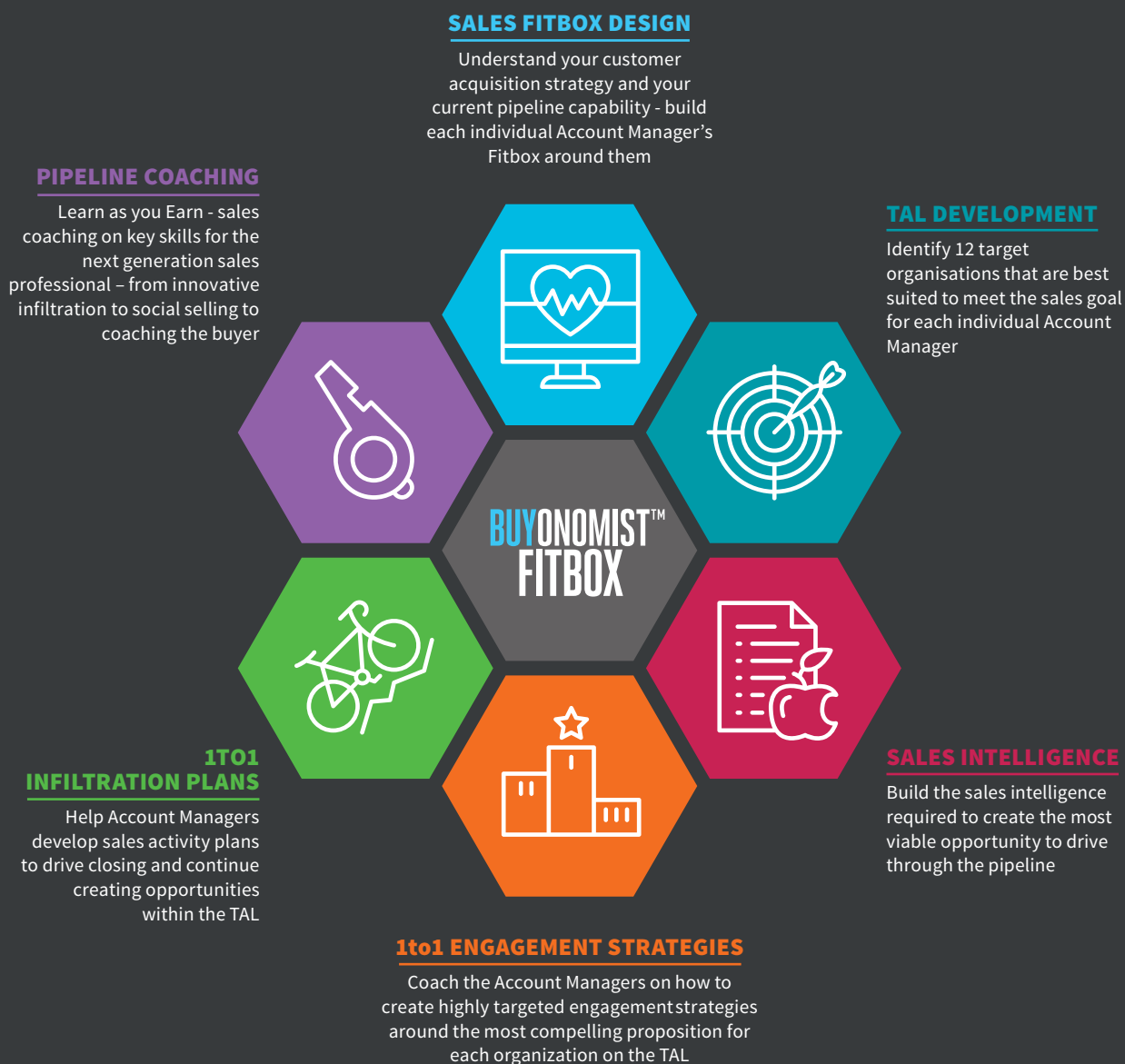
The FITBOX Proposition



1 Account Manager, 12 Target Organisations, Acquire 6 new clients in 6 months.

BUYonomist™ FITBOX 6-month membership with access to online BUYERnomics Institute which includes the sales tools covered by the sales coach.





Service Component	Description
Target Account List Build	<ul style="list-style-type: none"> • Identify ideal Buyer Community for your product/service/solution for each Account Manager • Establish TAL selection criteria • Create a TAL Pool of end users for each Account Manager • Validate the TAL Pool against criteria
Sales Intelligence	<ul style="list-style-type: none"> • Select 12 ideal target end users for each Account Manager • Build bespoke profile template to collect intelligence that is both relevant to the offering and the industry • Profile 12 ideal target end users – putting sales intelligence in context
1to1 Engagement Strategies	<ul style="list-style-type: none"> • Work with assigned Account Manager to develop highly targeted engagement strategies for each individual end user on the TAL • Help Identify the best target buyer • Train on how to draft a value proposition at a company level and a personal level for each individual target buyer • Train on how to develop the individualised sales story and the compelling messages • Coach on implementing the most effective infiltration strategy
1to1 Infiltration Plans	<ul style="list-style-type: none"> • Develop communications and sales activity plan for each individual company and buyer to speed up movement through the pipeline • 6 to 9 month plan depending on location in the pipeline after initial infiltration
Pipeline Build	<ul style="list-style-type: none"> • In a Learn-as-you-Earn model, a sales coach will work with the Account Manager to carry out the initial engagement and execute the infiltration plan for the 6 month duration of the Sales Fitbox • Sales coach will work with the individual to conduct a full debrief in order to prep prior to first infiltration touch point. • Sales coach will work with the individual prior to other engagement touch points for a period of 6 months providing guidance on the most effective verbal and written communications

We provide sales intelligence in context so people spend less time looking for the right data and can instead get right into identifying and creating opportunities.

Higher Sales Productivity



We coach sales professionals on building compelling 1to1 propositions and sales messages that are able to differentiate the business during the engagement process.

More Compelling Propositions



Our contextualised sales intelligence, together with the blended Learn-as-you-Earn programme, minimises the time it takes to move through the pipeline from the very first initial engagement to closing.

Speed Through Pipeline



Lower sales and marketing cost through higher sales productivity and more focused marketing activity.

Lower Client Acquisition Cost



Transferred skills such as verbal and written communication, infiltration innovation, social selling objection handling and emphatic listening, to enable the sales person to build their own pipeline in the future.

Sales Confidence



We coach sales professionals on how to differentiate at an individual level and at a company level through the sales engagement process.

Differentiation

