




## Shorten Sales Cycle Successes

<p><b>Bookmark 660.1</b></p>  <p><b>Mary Twain</b></p>		<p><b>Shortened Sales Cycles from two years+ to <u>6 Months</u></b></p> <p><b>Grew Sales from \$2 Million to \$75 Million and IPO in Four Years.</b></p> <p><b>Closed 35 of the 42 pharmaceutical firms in 18 Months</b></p> <p><b>Average sale \$75,000 to \$3 million+</b></p>	<p><b>Jerry Mason and Mary Twain led Documentum from a struggling \$2 Million in Sales to \$75 Million and an IPO in Four Years. Highlights:</b></p> <ul style="list-style-type: none"> <li>• <b>Closed 35 Sales to major pharmaceutical firms in 18 Months, ranging from \$75,000 pilots to \$3 million+ full implementations*.</b></li> <li>• <b>Jerry's team sold \$2 million+ deals to Glaxo, SmithKline, Schering Plough, Sandoz, Wyeth Ayerst, Johnson &amp; Johnson, Roche and Pfizer.</b></li> <li>• <b>Provided Customers with <u>32-Fold Paybacks</u></b></li> <li>• <b>Shortened Sales Cycles from two years+ to <u>6 Months</u> (average)</b></li> <li>• <b>Learned to get Meetings With and Sell To <u>Senior Executive Decision Makers</u> (avoided the purchasing department commodity trap.)</b></li> <li>• <b>Every \$1 Million in software sold resulted in \$3 Million to \$5 Million in outsourced services</b></li> </ul>
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			<p>(Mary provided the following video interviews. Contact Us for Confidential Details)</p> <p><b><u>2.2 How We Closed GlaxoSmithKline, Schering Plough, Johnson &amp; Johnson, Pfizer and 30 other Pharmaceutical Companies in 18 Months</u></b></p> <p><b><u>2.3 On Shortening Sales Cycles</u></b></p> <p><b><u>2.4 How to Sell to Senior Executive Decision Makers - Not Lower Level People</u></b></p> <p><b><u>2.5 How to Sell \$4 of Services for Every \$1 of Technology Sold</u></b></p>
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<p><b>Bookmark 851</b></p>  <p><b>Dick Zell</b></p>	 <p><b>Handleman</b></p> <p><b>Premium Retail Services</b></p>	<p><b>Closed \$5.5 Million Services Sale to Proctor &amp; Gamble in 60 Days (penetrating new account)</b></p>	<p><b>20+ Years Leading Sales and Effective Execution of Business Services. Highlights:</b></p> <p><b>Penetrated New Marquee Account: Closed \$5.5 Million in Outsourced Services in 60 Days with Proctor &amp; Gamble*</b></p> <p><b>Grew P&amp;G Account to \$8 million per year for eight years.</b></p> <p><b>Closed other sales, total exceeding \$100 million over 10 years at healthy margins</b></p> <p><b>How Closed \$5.5 Million in Outsourced Services in 60 Days with Proctor &amp; Gamble*</b></p> <ol style="list-style-type: none"> <li><b>1. UNUSUAL CIRCUMSTANCES - NOT EASILY DUPLICATED</b></li> <li><b>2. We had a healthy outsourcing services client that had wanted to penetrate P&amp;G for years</b></li> </ol>
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			<p>3. We had another outsourcing services client that had serviced P&amp;G for 10+ years. This client was being liquidated because its parent company had failed and a buyer could not be found</p> <p>4. Ingram negotiated for legal releases and was able to move three senior people from the failing client to the healthy client</p> <p>5. Within 60 days, the healthy client closed \$5.5 worth of new outsourced services with Proctor and Gamble</p> <p>7. Work outsourced was a Business Process called "merchandising services", including significant software and hardware for "work order management and scheduling"</p> <p>9. ROI between 4.5 and 22 fold over 8 years: P&amp;G conducted a formal ROI study leading to this conclusion</p> <p><a href="#">See details</a></p>
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<p><b>Bookmark</b> 853</p>  <p><b>Tom Ingram</b></p>		<p><b>\$10 million sale to Celanese in 60 days</b></p>	<p><b>30+ Years Leading Sales Execution and Sales Technology Efforts. Highlights:</b></p> <ul style="list-style-type: none"> <li>- <b>\$40 million sales gain, \$10 million margin improvement for client from a sales technology project</b></li> <li>- <b>\$10 million sale to Celanese after saving project in trouble</b></li> <li>- <b>\$8 million State &amp; Local technology product and services practice built</b></li> <li>- <b>Sales management roles resulting in \$10 million+ new, complex sales</b></li> </ul>
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			- <i>Five time winner, 100% Club award for personal sales in early career</i>
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<b>Bookmark 853.3</b>  <b>Tom Ingram</b>		<i>30 day average sales cycle for seven sales to new services niche,</i>  <i>\$1 million services sold to niche in total</i>	
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<b>Bookmark 853.4</b>  <b>Tom Ingram</b>		<i>12 major sales in less than 30 days in sales and sales management roles</i>	
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<b>Bookmark 677.4</b>  <b>Scott Ransom</b>		<b>Batesville Casket: Sold \$900 million in insurance services in 30 months</b>	
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