

| Service                    | How we help   | Impact on your business   |
|----------------------------|---|---|
| <b>Sales Ops</b>           | <p>Implement and operate as sales operations function:</p> <ul style="list-style-type: none"> <li>- Sales plan development</li> <li>- Process improvement</li> <li>- Sales analyses</li> <li>- Create incentive programs</li> <li>- Assess sales team training needs</li> <li>- Establish partner program</li> <li>- Evaluate and implement technology and software</li> <li>- Contract management</li> </ul> | <p>Grow the sales team quickly.</p> <p>Increase revenues and decrease CAC.</p> <p>Have a scalable sales function to add headcount easily.</p> <p>Meet or exceed growth targets.</p>             |
| <b>Sales Plan</b>          | <p>Define and periodically reassess target markets.</p> <p>Develop bottom up sales plan supporting actionable strategies and achievable targets:</p> <ul style="list-style-type: none"> <li>- Lead gen activities (input)</li> <li>- Conversion (output)</li> </ul> <p>Define, track and review KPIs.</p>   | <p>Avoid fatal pivoting by staying focused on target markets.</p> <p>Align sales plan with the company's vision and avoid tangents.</p> <p>Improve sales performance and higher conversion.</p> |
| <b>Process Improvement</b> | <p>Perform walk-throughs and assess current sales processes for bottlenecks and inefficiencies.</p> <p>Develop best practices and remove bottlenecks. Example, pipeline management.</p>   | <p>Spend less time on process and more time on revenue generation.</p> <p>Enable a deal desk function.</p>  |
| <b>Sales Team</b>          | <p>Define optimal team mix and growth plan.</p> <p>Develop creative compensation and incentive structure to align with desired behavior and outcomes. Includes input and output based incentives.</p> <p>Evaluate sales team training needs. Develop and implement training program to setup sales team for success.</p>  | <p>Increase conversion and revenues.</p> <p>Save \$000's from reduced management time.</p> <p>Strengthen sales team retention.</p>  |

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| <b>Sales Analyses</b>            | <p>Develop meaningful and actionable analyses including, but not limited to:</p> <ul style="list-style-type: none"><li>- Pricing analyses to develop scalable pricing models (fixed &amp; variable hybrid)</li><li>- Loss leader assessment</li><li>- Revenue stream analyses</li><li>- ROI and value analysis</li><li>- Customer concentration and trend evaluation</li></ul>  | <p>Achieve scalable pricing to grow revenues as the customer grows.</p> <p>Increase competitive differentiation with price.</p> <p>Increase recurring revenues.</p> <p>Expand lead gen strategy.</p> |
| <b>Partner Program</b>           | <p>Develop and implement partner program to properly identify, engage, operate with and sell together.</p> <p>Leverage proven partnership frameworks to manage expectations and define operating model.</p>   | <p>Expand sales efforts without increasing sales team size.</p> <p>Substantially increase revenues and reduce CAC.</p> <p>Increase sales with successful partnerships.</p>                           |
| <b>Technology &amp; Software</b> | <p>Evaluate sales technology and software best suited for your business. Many CRM and sales tools exist. Finding the right software and implementing it can be a challenging endeavor. Properly implemented systems enable quick user adoption and promote efficiencies.</p>  | <p>Improve engagement and traction with technology and not headcount.</p> <p>Automate processes and integrate applications to streamline sales function.</p>   |
| <b>Contract Management</b>       | <p>Help curate enterprise friendly proposals for B2B startups. Well curated proposals reduce friction in the final stages of the sales cycle. Components include, but not limited to:</p> <ul style="list-style-type: none"><li>- Consistent messaging and flow throughout proposal</li><li>- Greater visibility into execution plan</li><li>- ROI analysis to support customer's budget approval</li></ul> <p>Support contract negotiations as part of deal desk function.</p> | <p>Speed up the sales cycle.</p> <p>Make it easier for your customer to buy your product/service.</p> <p>Achieve best contract terms mitigating long-term risk.</p>                                  |

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