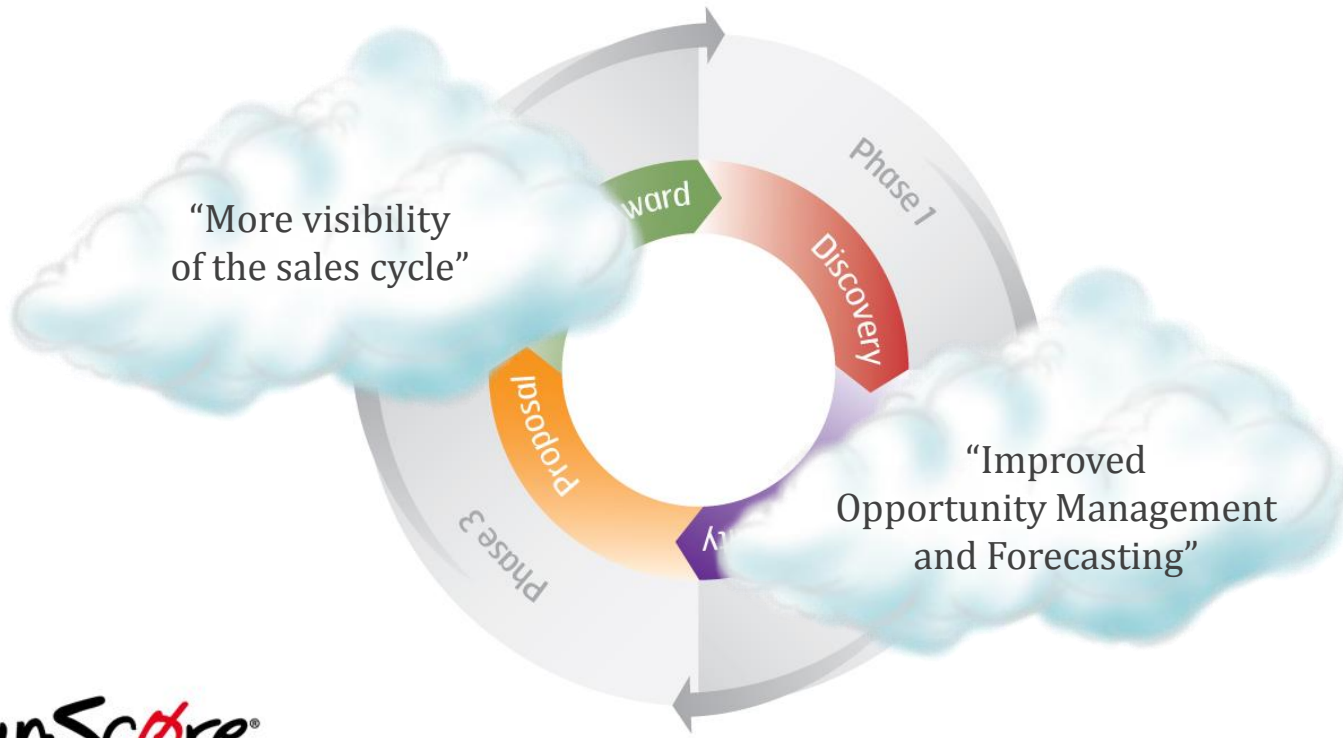


Sales Team Performance Management

Performance

Opportunity Management

Forecast



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native app

the AppExchange
CERTIFIED

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RadianScore designed to give you.....

- Effective framework to plan, manage and direct the sales resource, letting the sales team set their own objectives for each sales call, score the outcome and plan next actions
- Training and Coaching that reinforces your formal training programmes with customised objectives & coaching notes which are shown when you plan and review your calls
- Instant on-demand reporting, accurate and timely sales reports whenever you need them
- 'No - narrative' graphic based reporting - removes the need for the sales team to write reports - gives more customer facing time and more meaningful information
- Total visibility of sales activities in all opportunities, accounts and leads on the same page as salesforce.com
- Tracks progress and history of all leads, accounts and opportunities managed

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RadianScøring Method...

Objectives of the call

Choose your objective

Phase 2
Opportunities + Projects

09	10	11	12	13	14	15	16
----	----	----	----	----	----	----	----

Click on the chosen numbered objectives and see the coaching notes

Result of the call

Score your results

Phase 2
Opportunity Management

09	10	11	12	13	14	15	16
----	----	----	----	----	----	----	----

After the call click on the achieved objective to score it.

Next Planned Actions

Plan your next action

Phase 2 Opportunity Management | Phase 3 Proposal + Negotiations

09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Planned objectives

Completed objectives

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RadianScore® Activities and Coaching Notes...

- All RadianScore® activities are provided complete with carefully researched coaching notes
- Use the RadianScore® framework to customize your own business winning activities and sales process.

▼ Objective information																															
Phase 1 Discovery + Account Development								Phase 2 Opportunity Management								Phase 3 Proposal + Negotiations								Phase 4 Award + Client Management							
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32

9. Follow Up the Lead
Is this a follow up from a lead, or a progression from your Account Activity? What is the reason for the enquiry? Is this a marketing lead? Is the lead a referral? How will you qualify the lead? Understand the strength and origin of the enquiry, how strong the potential to do business is and the key factors that interested the customer. We are trying to identify the key issues that could create an opportunity.

10. Create the business opportunity
What are your objectives for your customer and how do they relate to your sales plan? What potential have you discovered from Phase 1? Have you completed the Phase 1 objectives? Try objectives 3, 4, 5 and 6 in order build up your knowledge. This takes us from talking about doing business, to specifying an opportunity, such as system upgrades, inventory changes or introducing a new training programme.

11. Identify a potential project
If this is a business driven project you need to define the business goal and begin the process of understanding the project. If this is a physical project, such as a construction project, we need to identify the project objectives, the budget, the programme of work and the scope of the project. You may have a project lead from an organisation like DODGE, EMAP Gelenigan or any other specialist provider of project information. By delivering this objective, you will be in a stronger position to produce an appropriate and comprehensive proposal.

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A Different Way of Looking at Sales Training and Coaching

Uniquely the coaching notes are delivered at the time of planning the call and reinforced when the call is reviewed

Provides on-going reminders of key elements of your training programme

Easily update coaching notes to support a new product launch or a compliance requirement

The screenshot displays a sales process interface with the following structure:

- Objective Information** (header)
- Phase 1: Discovery + Account Development** (objectives 01-08)
- Phase 2: Opportunity Management** (objectives 09-16)
- Phase 3: Proposal + Negotiations** (objectives 17-24)
- Phase 4: Award + Client Management** (objectives 25-32)

Objectives 09, 10, and 11 are circled in red. Arrows from the text above point to these objectives and the text below them:

- Objective 09: **9. Follow Up the Lead**
Is this a follow up from a lead, or a progression from your Account Activity? What is the reason for the enquiry? Is this a marketing lead? Is the lead a referral? How will you qualify the lead? Understand the strength and origin of the enquiry, how strong the potential to do business is and the key factors that interested the customer. We are trying to identify the key issues that could create an opportunity.
- Objective 10: **10. Create the business opportunity**
What are your objectives for your customer and how do they relate to your sales plan? What potential have you discovered from Phase 1? Have you completed the Phase 1 objectives? Try objectives 3, 4, 5 and 6 in order build up your knowledge. This takes us from talking about doing business, to specifying an opportunity, such as system upgrades, inventory changes or introducing a new training programme.
- Objective 11: **11. Identify a potential project**
If this is a business driven project you need to define the business goal and begin the process of understanding the project. If this is a physical project, such as a construction project, we need to identify the project objectives, the budget, the programme of work and the scope of the project. You may have a project lead from an organisation like DODGE, EMAP Gelenigan or any other specialist provider of project information. By delivering this objective, you will be in a stronger position to produce an appropriate and comprehensive proposal.

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RadianScore helps you to....



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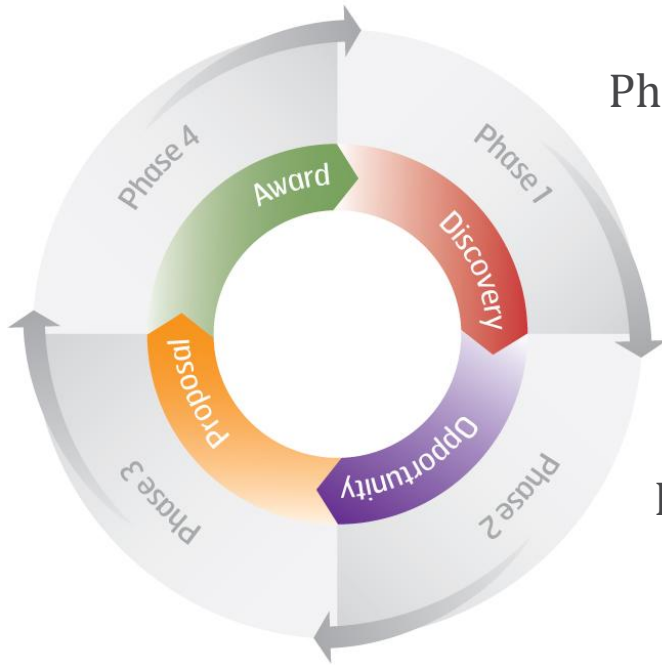
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RadianScore® 4-Phase Business Winning Sales Cycle



Phase 1 – Discovery and Account Development

Phase 2 – Identify Opportunities and Projects

Phase 3 – Present Proposals and Negotiate

Phase 4 – Award and Client Management

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Increase your visibility

Phase 1 – Discovery and Account Development

Customisable Business Winning Objectives



- 1 Introduce yourself and your organisation
- 2 Describe your Capability and Resource
- 3 Identify customer issues
- 4 Identify decision chain
- 5 Qualify the Lead
- 6 Identify the competition
- 7 Align capability to issues
- 8 Agree Next Actions

Phase 1 Discovery + Account Development								Phase 2 Opportunities + Projects								Phase 3 Proposals + Negotiations								Phase 4 Contract Award + Management							
01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32

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Increase your visibility

Phase 2 – Identify Opportunities and Projects

Customisable Business Winning Objectives



- 9 Follow Up Enquiry
- 10 Create the business opportunity
- 11 Identify a potential project
- 12 Identify the project team
- 13 Recommend an appropriate solution
- 14 Establish the right to bid
- 15 Agree Submission/Proposal
- 16 Agree Next Actions

▼ Objective Information																															
Phase 1 Discovery + Account Development								Phase 2 Opportunity Management								Phase 3 Proposal + Negotiations								Phase 4 Award + Client Management							
<u>01</u>	<u>02</u>	03	04	05	06	07	08	<u>09</u>	<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>	<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>	<u>24</u>	<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>32</u>

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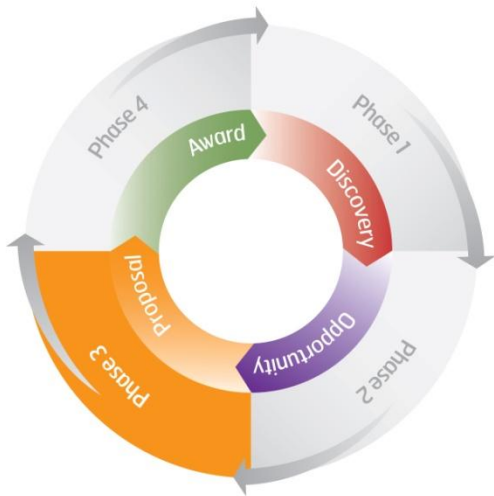
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Increase your visibility

Phase 3 – Present Proposals and Negotiate

Customisable Business Winning Objectives



- 17 Present the Proposal
- 18 Obtain feedback and status of proposal
- 19 Re-evaluate scope of the proposal
- 20 Re-present the proposal
- 21 Negotiate key elements
- 22 Final Negotiation
- 23 Confirm and Ratify Final Bid
- 24 Agree Next Actions

Objective Information			
Phase 1	Phase 2	Phase 3	Phase 4
Discovery + Account Development	Opportunity Management	Proposal + Negotiations	Award + Client Management
01 02 03 04 05 06 07 08	09 10 11 12 13 14 15 16	17 18 19 20 21 22 23 24	25 26 27 28 29 30 31 32

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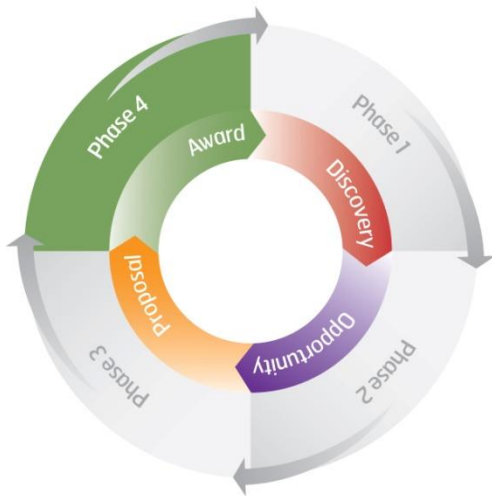
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Increase your visibility

Phase 4 – Award and Client Management

Customisable Business Winning Objectives



- 25 Obtain Order/Contract Awarded
- 26 Operations/Sales/Client Review
- 27 Regular Contract Review
- 28 Problem Solving
- 29 Further Opportunities
- 30 Final Handover or Project Inspection
- 31 Credit Management - Cash Collection
- 32 Future Business Opportunities

Objective Information																															
Phase 1 Discovery + Account Development								Phase 2 Opportunity Management								Phase 3 Proposal + Negotiations								Phase 4 Award + Client Management							
<u>01</u>	<u>02</u>	03	04	05	<u>06</u>	07	08	09	10	11	<u>12</u>	<u>13</u>	14	15	<u>16</u>	17	18	<u>19</u>	<u>20</u>	21	22	<u>23</u>	24	<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>32</u>

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Planning your calls...



11:00am Site Visit
Edge Communications



Take a moment....

What would you plan to
achieve at the visit?

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Decide on your next planned activity...

Activity Details Save Save New Task Save Task & Create Event Cancel

Task Information

Assigned To: User Contact

Opportunity: Task Due Date

Organisation: Time:

Lead: Status:

Subject: Priority:

Notes/Description:

Objective Information

Phase 1	Phase 2	Phase 3	Phase 4
Discovery + Account Development	Opportunity Management	Proposal + Negotiations	Award + Client Management
01 02 03 04 05 06 07 08	09 10 11 12 13 14 15 16	17 18 19 20 21 22 23 24	25 26 27 28 29 30 31 32

Simply click on a task to set it

2. Describe your Capability and Resource
Don't start selling! Just give the customer a brief overview of your company capability and resource levels. This is essential positioning to provide your customer with confidence and interest.

3. Identify customer issues
What are the important issues/problems/challenges facing your customer? Ask investigative questions to demonstrate your understanding of the customer's issues, this will help you propose solutions that are aligned to your companies capabilities.

Completed Activities are scored in Grey

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Following your meeting review your results...



Take a moment....

Have you achieved
Your objectives?

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Score the objectives you have achieved during the visit

Activity Details Save Save & New Task Save Task & Create Event Cancel

Task Information

Assigned To: User Contact:

Opportunity: Task Due Date:

Organisation: Time:

Lead:

Subject: Status:

Priority:

Notes/Description:

Objective Information

Phase 1 Discovery + Account Development	Phase 2 Opportunity Management	Phase 3 Proposal + Negotiations	Phase 4 Award + Client Management
<input type="checkbox"/> 01 <input type="checkbox"/> 02 <input type="checkbox"/> 03 <input type="checkbox"/> 04 <input type="checkbox"/> 05 <input type="checkbox"/> 06 <input type="checkbox"/> 07 <input type="checkbox"/> 08	<input checked="" type="checkbox"/> 09 <input checked="" type="checkbox"/> 10 <input checked="" type="checkbox"/> 11 <input checked="" type="checkbox"/> 12 <input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input checked="" type="checkbox"/> 16	<input type="checkbox"/> 17 <input type="checkbox"/> 18 <input type="checkbox"/> 19 <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22 <input type="checkbox"/> 23 <input type="checkbox"/> 24	<input type="checkbox"/> 25 <input type="checkbox"/> 26 <input type="checkbox"/> 27 <input type="checkbox"/> 28 <input type="checkbox"/> 29 <input type="checkbox"/> 30 <input type="checkbox"/> 31 <input type="checkbox"/> 32

Phase 2 Opportunity Management

09 10 11 12 13 14 15 16

Simply click on a task to Score it

9. Follow Up the Lead
Is this a follow up from a lead, or a progression from your Account Activity? What is the reason for the enquiry? Is this a marketing lead? Is the lead a referral? How will you qualify the lead? Understand the strength and origin of the enquiry, how strong the potential to do business is and the key factors that interested the customer. We are trying to identify the key issues that could create an opportunity.

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Completed and Planned activities are shown on the Salesforce.com Leads, Accounts and Opportunities pages...

The screenshot shows the Salesforce.com interface for an Opportunity named 'Aravind Test'. The navigation bar includes Home, Leads, Organisations, Opportunities (selected), Contacts, RadianScore Visit Report, Reports, Dashboards, and RadianScore Objectives. The page title is 'Opportunity Aravind Test' with a 'Customize Page | Edit Layout | F' link. Below the title are links for Open Activities (11), Activity History (31), Products (Standard Price Book) (2), Contact Roles (0), Notes & Attachments (0), Stage History (1), and External Sharing (0). The 'Opportunity Detail' section includes buttons for Edit, Delete, Clone, Sharing, and Detailed Visit Report. The detail table shows: Opportunity Owner: Aravind Ramanan (Change); Opportunity Name: Aravind Test; Organisation Name: RadianScore Ltd; Type: Existing Business; RS Op No: RS-125; Close Date: 31/12/2011; Stage: Phase 3; Probability (%): 20%; Amount: £15,000.00; Expected Revenue: 3,000.00. A 'RadianScore Snapshot' table follows, with columns for Assigned To, Due Date, Discovery + Account Development, Opportunity Management, Proposal + Negotiations, Award + Client Management, and Notes. The table has four rows for Aravind Ramanan with due dates 31/10/2011, 13/10/2011, 06/10/2011, and 03/10/2011. Each row shows a 32-day activity grid. In the first row, days 25, 26, 28, and 29 are circled in red. The second row has scribbles over days 17-24. The third row has scribbles over days 9-16. The fourth row has scribbles over days 3-8.

- Implement your own training and coaching programme by customizing RadianScore® activities and coaching notes
- Take your training and coaching programme directly into everyday business life of the sales team.

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RadianScore Visit Report displays activities across Leads, Accounts and Opportunities

Radianscore Visit Report Submit

▼ Filter Criterias
 Select Option: Accounts & Opportunities
 Due Date: 01/05/2010 [04/06/2010]
 Period: Due Date + 6 Month

▼ Set View
 Select View: All Tasks

▼ Filter By Accounts & Opportunities
 Filter by Accounts: All Accounts
 Filter by Opportunities: All Opportunities

Detailed Radianscore Visit Report

Account Names	Opportunity Name	Subject	Assigned To	Elapsed Days	Due Date	Discovery + Account Development																Opportunity Management								Proposal + Negotiations								Award + Client Management																							
Burlington Textiles Corp of America	RS Introduction & Training	GotoMeeting	Jim Johnston	0	15/06/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								
Dickenson Plc	Victoria Park Development	Client Meeting	Jim Johnston	7	20/07/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								
Dickenson Plc	Victoria Park Development	Site Visit	Jim Johnston	4	13/07/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								
Dickenson Plc	Victoria Park Development	Site Visit	Jim Johnston	9	09/07/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								
Dickenson Plc	RS Training & Coaching	Site Visit	Jim Johnston	21	01/07/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								
Dickenson Plc	Victoria Park Development	Client Meeting	Jim Johnston	5	30/06/2010	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32																								

Activity History by Rep and Opportunity (points to the first row)

Completed & Planned Task (points to the calendar grid)



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Increased visibility...

Increase visibility across the 4 Phases of the Cycle

Measure and monitor the progress of Leads-Accounts- Opportunities

Identifies progress and barriers across the Cycle

Measure and reward success using evidence based reporting across the Cycle

Benchmark progress made by individuals and teams

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7 Business Winning reasons to choose RadianScore® ...

- Visibility of the Sales Team's progress is provided using innovative graphics
- RadianScore on the same page as Salesforce Accounts, Leads and Opportunities
 - Ability to plan, deliver and review Sales Team activities
 - Customized Training and Coaching notes at point of sale
 - Automatically produces easy to read sales reports & dashboards
 - Recognizes the contribution of individuals and teams
- Managing opportunities with long sales cycles and multi-level decision makers

RadianScore is designed to link directly to **Radian4Cast** our new Future Revenue Forecasting App.

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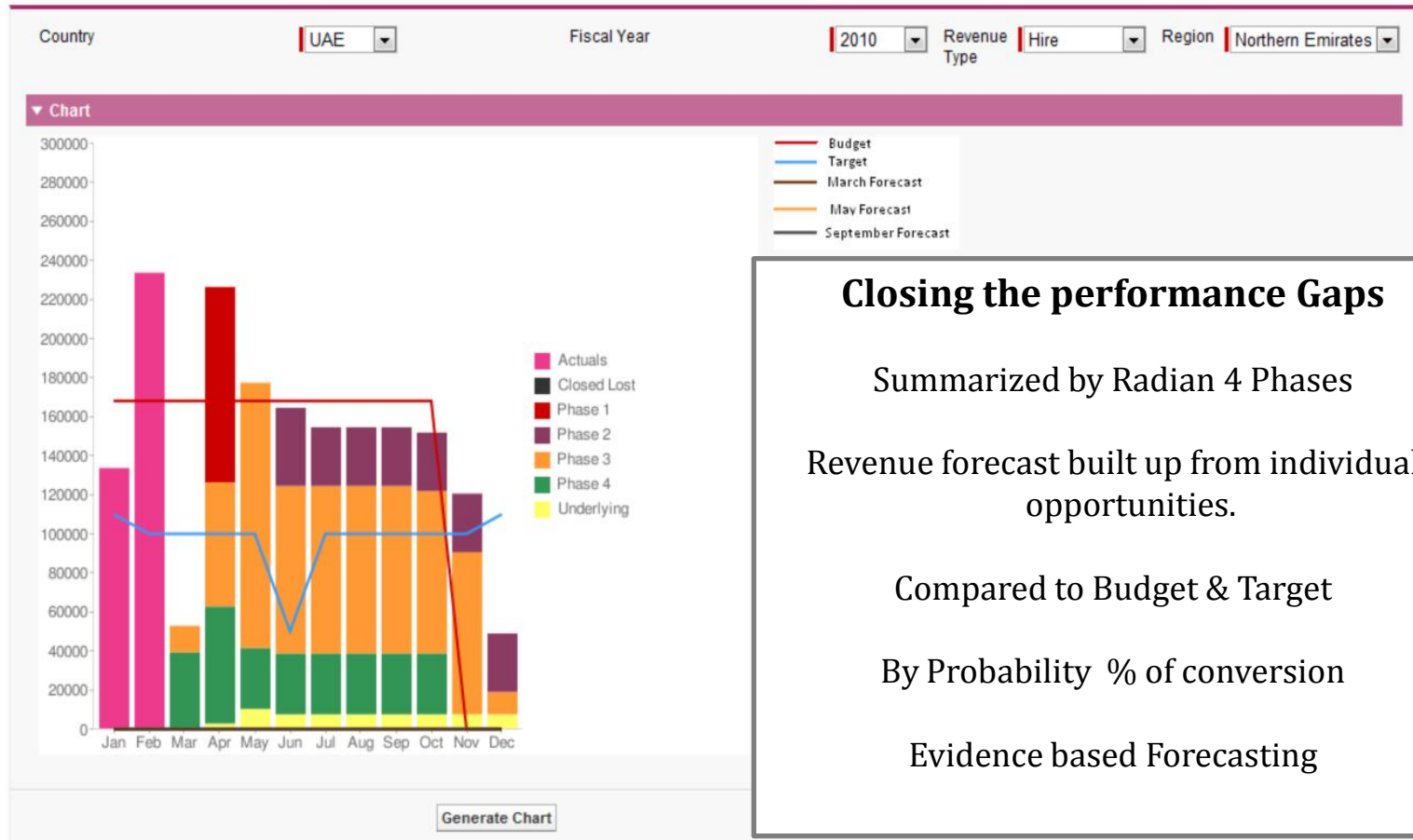
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Radian4Cast™ working with RadianScore + Salesforce.com

Get Radian4Cast now from the Appexchange



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- Tracks progress and history of all leads, accounts and opportunities managed

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RadianScore® working with...



TATA CONSULTANCY SERVICES



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