

Customised Strategic Pursuit Planning

**ALIGN VENDOR/PARTNER SELLING
& CUSTOMER BUYING PROCESSES
-INCREASE WIN RATES**

CONSULTING, FACILITATION & FRAMEWORKS
FOCUSSED ON STRATEGIC OPPORTUNITIES &
LARGE DEALS

- For IT/OT & IoT deals \$25M+ Successful track record
- Representative deals - Tier 1 Mining, Steel Manufacturing, Electricity Distributor, State Government Multi Agency, Singapore Govt, Major Telecommunications, Financial Services
- A large deal, project or pursuit plan focused on strategically planning and closing significant business opportunities
- Securing joint commitment to a sales strategy
Developing a clear execution plan to align to the customers buying cycle, through joint governance that will accelerate iterative qualification and deal progress
- Implements a joint governance cadence to ensure progress and execution
- Aligns teams to shared vision and scope of collaboration

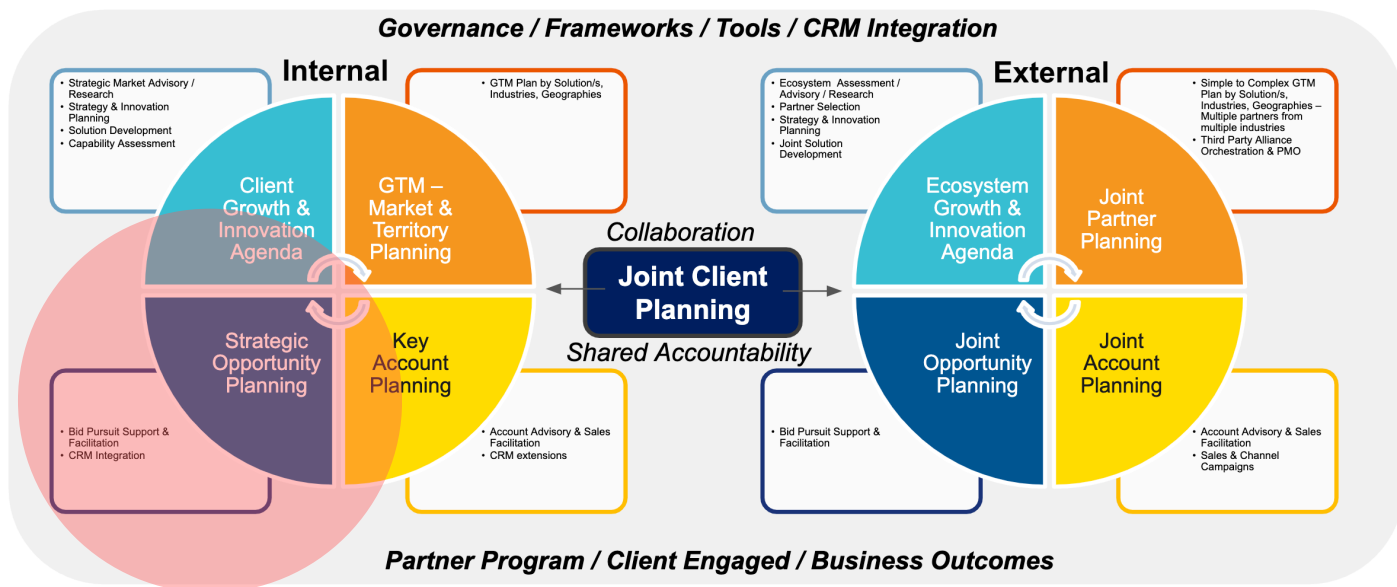
Core Solution

Customised pursuit planning approach & facilitated workshops - Options - F2F & Virtual deal coaching

For questions and more information please contact
info@unitive.com.au or www.unitive.com.au

Approach & Frameworks

Growth Planning Framework



Unitive Value Based Growth Approach – Sales



- Use Unitive or your own sales methodology
- Qualify & Understand compelling event, deal dynamics & stakeholders
- Craft & refine win themes and value proposition - Define the opportunity in client terms
- Engage the Client - If achievable involve the client in workshops to validate thinking

Case Study

ENGAGED CLIENT + ALIGNED SALES TEAMS = WINNING RESULTS

Customer: Global IT Consulting & Systems Integrator

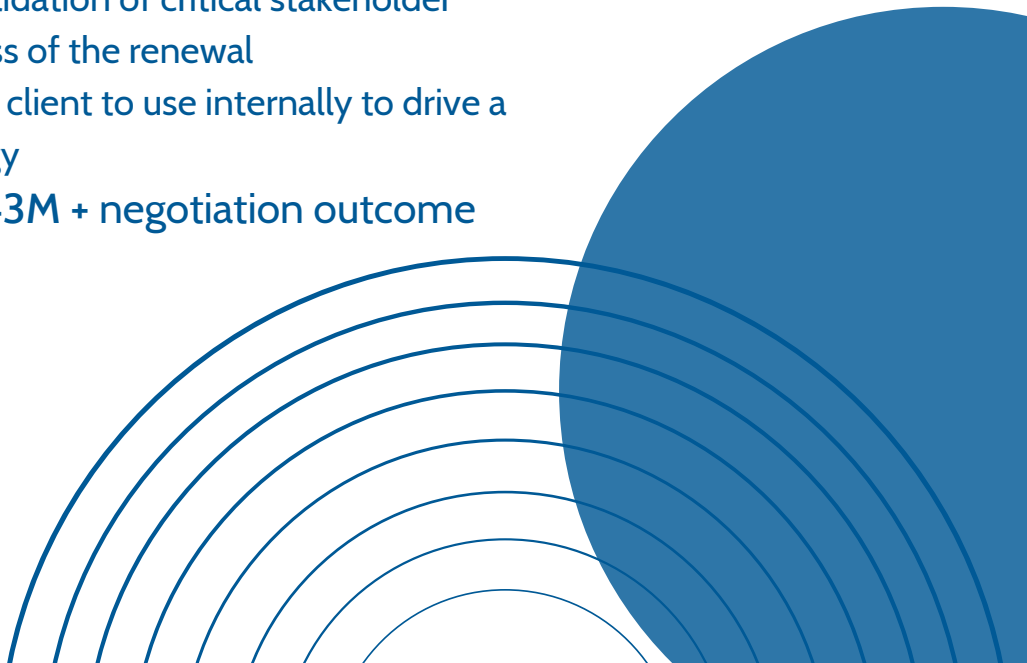
Industry: Energy & Utilities

This leading global IT Company provides fully integrated next generation industry solutions to Fortune 500 companies. A long-term relationship with a major U.S Energy distributor was coming to the end of the initial contract with the IT supplier. Over the course of the initial 5 years the Energy distributor's business model and needs had evolved. There were also significant changes in the types of technologies available and the mechanisms for procuring IT enabled outcomes.

Whilst the service was stable the Energy distributor had been asking for innovation. Along with the threat of competitors, the sales team needed to think differently about how to drive the renewal process. They identified that their client lacked confidence in their ability to bring new ideas and implement industry aligned solutions that directly impacted business results.

Whilst having a clear sales planning process, the team needed the process to come alive. Engaging Unitive consultants, the team identified focus areas to augment their current planning process and began a facilitated journey with the Energy distributor that brought both parties together in workshops that:

- Significantly improved understanding of the clients current business drivers, needs and strategy
- Ensured that innovation was tailored to the business and directly drove business outcomes
- Enabled the surfacing & validation of critical stakeholder requirements to the success of the renewal
- Enabled a roadmap for the client to use internally to drive a business focused IT strategy
- Lead to a successful **\$43M +** negotiation outcome



Case Study

EXECUTIVE ALIGNMENT & JOINT PLANNING = MAJOR WIN

Customer: Global IT Consulting & Systems Integrator & Technology Partner

Industry: Steel Manufacturing

This leading global IT Company provides fully integrated next generation industry solutions to Fortune 500 companies. For most large companies relevance, ability to keep pace & innovate and grow, is driven in part through formation of strategic partnerships and alliances. While these look good from a marketing perspective their effectiveness always lies in the execution of actual sales at the 'ground' level.

Announcement of one "game changing" alliance generated strong interest from current clients and the analyst community. While the joint opportunity around a core technology transformation was evident, there were many concerns from the sales teams in the regions. How do two companies with very different sales cultures work together? How do we manage accounts were we compete? These were some concerns., and on the 'ground' it seemed easier to do nothing. The Australia/NZ region engaged Unitive consultants, to facilitate a process with regional executives and key sales & offering owners from both organisations to build a joint regional strategy. This approach was then further cascaded to agreed target accounts, essentially building a joint Go-To-Market plan. The results spoke for themselves:

- Significantly improved collaboration & executive support between the partners at a regional level
- Focused and measured joint sales effort
- Joint pursuit which resulted in signing a transformational deal for a major manufacturer for \$400M+ 6 months after starting the partner planning

