TechTransform

Transformation Planning - 3 Models

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Model 1																								
Using Existing Technology & Repositioning																					l			
Research & learning																								
Briefing w/ product folks		-																						
Briefing w/ sales team (support staff)		-																						
Brainstorming w/ executive team		1																						
Miscellaneous research																								
Model Development / Value Propositions																					l			
Available models	+		-				-													\dashv	\vdash			
Business drivers	+	_	F				-													\dashv	\vdash			
Competitors	₩	ļ '		1																	\vdash			
Partner opportunities	₩		-																		\vdash			
Buyers	₩																			_	\longrightarrow			
Pricing options	₩.			_																_	\square			
Revenue models	╄																				ш	\square		
Select top 2 - 3 models	╄																				ш	\square		
Create value proposition & positioning	Ш.				,																			
Document - collateralize (fact sheet, web page, contract, etc.)	$oldsymbol{\perp}$		<u> </u>			_		F													<u> </u>	 		
Sales Opportunities																								
Key markets	1						-																	
Pricing models by market						-	\vdash																	
Sales Management	$oldsymbol{ol}}}}}}}}}}}}}}}}}$																							
Goals setting	\perp					-																		
Process (prospecting-qualifying-negotiating/closing)						_																		
Selling - adviser only																				- ₹				

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Model 2																										
Aggressive Positioning Company As ASP Player																										
Research & learning																										
Planning & review w/ product management team				•			-																			
Brainstorming w/ executive team																										
Miscellaneous research			J				•														耳	\Box	\Box	\Box		
Model Development / Value Propositions																										
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Selling - as deal maker												+				F	-		-		4	一	一	\blacksquare	_	

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Model 3																								
A B2B Exchange Examination																								
Research & learning																								
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Selling - as deal maker																П								