

Transformation Planning - 3 Models

Using Existing Technology & Repositioning

Briefing w/ product folks

Briefing w/ product folks

Briefing w/ sales team (support staff)

Brainstorming w/ executive team

Miscellaneous research

Available models

Available models

Business drivers

Competitors

Partner opportunities

Buyers

Pricing options

Revenue models

Select top 2 - 3 models

Create value proposition & positioning

Document - collateralize (fact sheet, web page, contract, etc.)

Key markets

Key markets

Pricing models by market

Goals setting

Goals setting

Process (prospecting-qualifying-negotiating/closing)

Selling - adviser only

[illegible]

Transformation Planning - 3 Models

Aggressive Positioning Company As ASP Player

- Planning & review w/ product management team

Brainstorming w/ executive team

Miscellaneous research

Available models

Business drivers

Competitors

Partner oppo

Buyers

Pricing

Revenue mode

Select top 2 - 3 m

Create value proposition

Document - collateralize (fact sheet, web

Key markets

Pricing models by market

Goals setting

Process (prospecting-qualifying-negotiating/closing)

Selling - as deal maker

[illegible]

Transformation Planning - 3 Models

A B2B Exchange Examination

Planning & review w/ product management team

Brainstorming w/ executive team

Miscellaneous research

Available models

Business drivers

Competitors

Partner oppo

Buyers

Pricing

Revenue mode

Select top 2 - 3 m

Create value proposition

Document - collateralize (fact sheet, web

Key markets

Pricing models by market

Goals setting

Process (prospecting-qualifying-negotiating/closing)

Selling - as deal maker

The Gantt chart displays a project timeline from Month 1 to Month 6. The timeline is divided into six columns, each representing a month and further subdivided into four quarters. A vertical line at the end of Month 4 is labeled 'Off Timeline'.