

**KEYROAD ENTERPRISES™
A CUSTOMERCENTRIC SELLING® AFFILIATE**

INTRODUCTION:

KeyRoad Enterprises™ (KRE) helps companies increase sales revenue through the deployment of practical, results-oriented sales and sales management techniques. Incorporating the proven methodology known as CustomerCentric Selling® (CCS) authored by Michael Bosworth, KRE helps organizations implement and sustain a repeatable, measurable sales process that takes sales personnel step-by-step through the prospects' buying phases and all critical steps in the selling cycle, from call introduction, through diagnosis and discovery (buyer qualification) to closing. KRE also offers its clients expert training and consultation in the areas of leadership, marketing, messaging, value justification (ROI), pipeline management, as well as ongoing strategic sales planning both domestically and internationally.

BACKGROUND:

KeyRoad was created in 2002. Its founder has been working in the high tech industry for over 20 years, both in international and domestic sales with companies such as Daisy Systems, Sun Microsystems, Onlink Technologies, and OnDemand Inc. As an affiliate of CCS, founded by Michael Bosworth, the author of Solution Selling®: Creating Buyers in Difficult Selling Markets, KeyRoad combines a proven sales methodology with expertise in sales infrastructure management and converting external competitive challenges into sales opportunities. Companies we are working with include Comshare, Business Objects, salesforce.com, AtStaff, Escend Technologies, Quova, AgraQuest, Front Range Solutions, Space Imaging, Onlink Technologies, Ilog, OnDemand Inc., MindCrossing, Raytheon Commercial Infrared, Reddot, GameTech, CQG, SelectQuote, TIBCO, and InfoNow.

CHALLENGES CUSTOMERS FACE:

Customers we worked with wanted to:

- ⇒ Sustain increases in sales productivity and corporate profitability
- ⇒ Establish and maintain a 'high performance sales culture'.
- ⇒ Align marketing efforts to sales processes.
- ⇒ Disqualify prospects faster, avoiding spending scares sales resources (demo, tech support, proposal writing).
- ⇒ Generate reliable and accurate pipeline forecast with consistent grading management system.

KEYROAD DELIVERABLES:

We have been able to help these companies deal with their challenges by delivering:

- **A Conversational Toolkit** using the Sales Ready Messaging® process - Bridging the gap between marketing and sales, this Toolkit helps the sales force develop an in-depth knowledge of business issues and economic drivers that are crucial to the prospect, and provides prospecting and business development tools.
- **Cold Calling Training Program** - How to Use the Telephone for Success- includes lecture, script development, and 4 one-hour live personal coaching sessions.
- **Sales Training Programs** where sales and sales support professionals learn tactical, results-oriented sales techniques.
- **A customized, repeatable and auditable pipeline grading sales process** including stages and milestones with periodic reviews and coaching sessions to reinforce the method.
- **Sales management programs** built around planning, organizing, delegating, and controlling opportunity assessment, qualification, and disqualification of prospects, pipeline management and analysis, revenue forecasting, and sales skills assessment and development.
- **Advisory services** to assist Clients implement and manage their newly acquired sales methodology including sales coaching, pipeline reviews, opportunity assessment, and other sales related activities.

These have resulted in greater revenue, shorter sales cycles, lower cost of sales and customer support, consistent delivery of corporate messages to prospects, more accurate forecast and pipeline information, stronger alignment between marketing and sales, and increased productivity, predictability, and profitability.

To learn more about how KeyRoad Enterprises™ has helped organizations achieve similar goals, please contact:

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