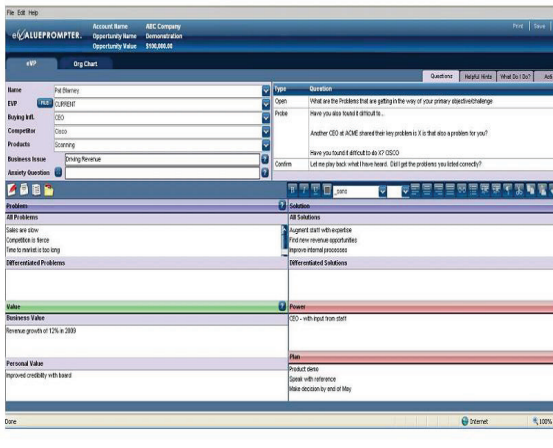




The proven formula for accelerating sales results

eValuePrompter™



Aligning Process and Technology for Greater Success

The ValuePrompter® and the ValueSelling Framework® have been relied upon by sales professionals as integral sales tools to qualify prospects, manage the details of their opportunities, accurately forecast and close more deals. ValueSelling Associates recognizes that the toolsets our clients use and the process they deploy must be integrated and aligned to yield the best results possible. The recently upgraded and enhanced eValuePrompter tool is now available and offers feature-rich capabilities enabling sales professionals to improve their utilization of the ValueSelling Framework.

The eValuePrompter is an Internet-based tool that can be used or integrated into any Salesforce Automation (SFA) Customer Relationship Management (CRM) system or as a stand-alone tool. The tool can leverage the contact and opportunity information already in the CRM application. Going beyond mere data collection and accounting, the eValuePrompter will actually provide guidance to the sales professional helping them advance the sale. Sales organizations will benefit from more accurate forecasting, better teamwork across the organization and maximization of both the CRM and ValueSelling sales training investment.

This interactive tool allows sales professionals to improve their sales effectiveness with “Helpful Hints” and “What Do I Do” fields that offer guidance to obtain the answers they need to qualify the opportunity and advance the sale. The eValuePrompter becomes the just-in-time and real-time coach to add value to the sales executive throughout every aspect of the sales cycle.

The tool can be populated with relevant go-to-market information and insight from marketing. The eValuePrompter has become the bridge between sales and marketing. It operationalizes the playbook and institutionalizes the ValueSelling Framework and its utilization. Marketing can push relevant information to the sales executive through the eValuePrompter in real-time. There is no need to worry about version control, outdated published materials, or irrelevant information being provided to the field.

There is simply no better way to manage your opportunities electronically and leverage the ValueSelling Framework. With customizable fields, a user-friendly interface and simple navigation, your team can qualify their prospects more easily than ever before, communicate with team members in real time and execute a consistent sales process strengthening your company's position. The eValuePrompter also enables you to re-enforce the ValueSelling methodology and maximize your training investment.

eValuePrompter™ at a Glance

One easy-to-access location for all critical opportunity data

“Helpful Hints” and “What Do I Do” fields offer guidance through each sales call

Real-time team collaboration speeds response time to prospects

More accurate forecasting across the sales pipeline

Prospect's business issues, problems and differentiated solutions are automatically linked

Streamlined, simplified qualification process to close more deals

The Bridge Between Sales and Marketing

The customizable eValuePrompter offers the same benefits as the traditional ValuePrompter and much more. Sales professionals benefit by having an interactive tool to leverage during the sales call: **Helpful Hints** and **What Do I Do** fields offer guidance to obtain the answers they need to qualify the opportunity in terms of Buying Influence, Issues, Anxiety, Deal Size and Products. Best of all, by using the eValuePrompter during sales calls, the natural flow of the conversation will not be interrupted because users simply enter information on the Scratch Pad and manipulate the data into the correct fields later.



Version 3 Feature Enhancements:

- New format adds more space in input areas
- Applet resize capability adds more room for data
- Create a Contact eVP from contact record in CRM
- Import a Contact eVP to an Opportunity eVP
- Archive capability creates eVP history for review
- Copy/Paste functions reduce time spent on data entry
- Letter Templates generated from eVP data
- Text formatting includes bold, color and hyperlink inserts
- Actions input feature allows time line to be sent to contact
- Print to PDF automatically

Administrative Function Enhancements:

- Easy duplicating/updating of Probing Questions and Helpful Hints for multiple pick list options
- Letter templates including default actions for creating Mutual Plan Letters
- Customizable field mapping to SFA and CRM applications
- S-controls available
- Spell Check available

ValueSelling Associates™, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry for nearly 20 years by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results. With the ValueSelling Framework, sales teams of all sizes learn the secret to qualifying prospects and converting them to profitable customers. Inside and outside sales teams alike will benefit from flexible training, consultation and a customizable toolset that can be adapted and implemented to drive business performance up.



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