

## Sales ROI Enhancer<sup>SM</sup>

*Make the Sale Easier*

### The Problem

Selling high-value, innovative products is challenging. Particularly in tough times, you have to convince a top prospect executive – often someone at the CxO level – with a high-multiple return on investment (ROI). And, your challenge gets even more acute if a significant proportion of your benefits are subtle or involve intangibles such as employee satisfaction, customer satisfaction, infrastructure improvements, etc.

### Our Solution

SynOvation Solutions offers its unique, innovative Sales ROI Enhancer<sup>SM</sup> service, which both helps you include maximum benefits – including subtle and intangible benefits such as customer satisfaction – in your sales ROI calculation, and helps you develop your ROI “story” in a way that ensures prospect acceptance of the resulting, maximized, compelling ROI calculation.

Our first step is a one- to two-day "Discovery" phase, during which we meet with you, your sales staff and key (“typical”) satisfied customers to understand the full impact of your products’ or services’ benefits, both tangible and intangible, and propose to use our gathered data to construct an ROI process and spreadsheet that:

- Lets you gather appropriate “before” and “after” data from a prospect
- Lets you involve and engage your prospect in valuating intangibles such as customer-satisfaction impact of key product/service events (for example, no-longer-encountered shipping errors)
- Calculates tangible benefits such as saved time or costs
- Calculates intangible benefits such as customer satisfaction and referencability, human-resource happiness, inherent/unsatisfiable training need, process enablement, etc.
- Summarizes benefits over a 3-10 year period in high-sizzle, easy-to-understand graphics
- Engages your prospect in self-convincing as to the veracity and accuracy of your ROI claims

### Sales ROI Enhancer<sup>SM</sup> Benefits

Our Sales ROI Enhancer<sup>SM</sup> service provides to you these key benefits:

- Full return on your investment – both your time and ours – in as little as one month
- Improved, speeded prospect-closure rates
- Improved, more-satisfied new customers
- More-effective sales staff, particularly when dealing with higher-level executives