



EXECUTIVE FOCUS

Selling to the Executive Decision Maker™ Selling Execution Excellence

Imagine the impact of your account managers having the management consulting skills and insights of an experienced CFO on their sales team? This workshop provides the participant with these skills and resources. Participants will be provided an approach to increase the number of significant transaction opportunities in their current and future sales pipeline and accelerate closing those transactions.

To confidently obtain access and gain executive sponsorship with financial and other executives, the learning objectives of this workshop include:

- Learning the language of the executive.
- Developing an aligned value proposition and business case.
- Mastering executive interaction.

Selling to the Executive Decision Maker™ focuses upon specific sales opportunities in target accounts. The participant will complete a workbook, which will clearly state the customer's business change, how that change will be enabled, and the financial impact (ROI) of that change. In the end, the participant will have developed a presentation that is aligned to his or her target customer's executive decision makers.

In order to help the participant achieve the greatest benefit from the workshop, Executive Focus provides:

- Pre-workshop: account-specific research.
- Workshop: business case development and executive interaction role-plays.
- Post-workshop: participants will have virtual access to the program leader for a period of 30 days following the workshop to validate appropriateness of opportunity-specific business case and executive sponsorship strategy.

Margin & Income Trend Analysis

Again, the V-Link e-Worksheets provide input tables for you to complete. The SBIA provides the instructions.

The margin analysis indicates that margins are down from 1999 levels but up from 2002. They are better than industry standard by a narrow amount. Margin improvement is a prime directive and even a fraction of a percent translates into billions for DCX.

	12 Months Ending 31 Dec 2003	12 Months Ending 31 Dec 2002	12 Months Ending 31 Dec 2001	12 Months Ending 31 Dec 2000	12 Months Ending 31 Dec 1999
Revenue	136,437.0	147,368.0	130,386.0	162,384.0	148,985.0
Total Revenue	136,437.0	147,368.0	130,386.0	162,384.0	148,985.0
Cost of Revenue, Total	109,026.4	119,624.0	126,247.0	134,370.0	115,680.0
Gross Profit	26,511.0	27,744.0	24,139.0	28,014.0	30,207.0

Management Effectiveness Ratios

Management Effectiveness (%)	Company	Industry	Sector	S&P 500
Return On Assets (TTM)	-0.3	0.76	6.16	6.64
Return On Assets - 3 Yr. Avg.	1.29	1.44	5.71	6.96
Return On Equity (TTM)	-1.73	9.99	13.93	18.84
Return On Equity - 3 Yr. Avg.	6.31	8.98	13.85	19.42

The key to strategic alignment is to laser into the problems, issues and performance deficiencies with the intent of linking a solution that contributes to improvement.

ROI Case Study Worksheet – Return on Investment

Measures how management uses the

The ROI assumes that the legacy system Returns zero savings while the new system Returns savings from the lower investment.

Next, determine the cash outflows and Adjust for an after-tax amount. This can be "estimated".

Before the PV computation, a straight return on the continuing network cost was computed. The idea was that with the legacy system there was zero savings and no return whatsoever.

Utilizing the PV formula in the worksheet program, the streams of outflows (cost) and inflows (benefits) was PVD. The rate of return was re-computed using the PVD amounts and compared to the hurdle rate. It exceeds on both counts.

Hurdle rate is management's expected return. The project must meet or exceed the hurdle rate to be considered.

	2005	2006	2007	2008	2009	Total
1. Cash Investment	\$10,000,000	\$11,130,000	\$25,000,000	\$21,004,575	\$20,729,334	\$102,267,919
2. Pre-tax cash savings/flows	7,200,000	8,032,440	6,600,000	6,150,438	7,085,182	31,174,960
3. After-tax cash savings/flows	5,100,000	5,322,708	4,725,000	4,305,308	4,959,667	21,812,683
4. Pre-PV ROI	27.0%	36.9%	4.3%	20.4%	23.9%	21.3%
5. Network & Other Impacts						
6. Pre-tax cash savings/flows	8,549,055	10,307,993	10,003,514	24,830,522	51,435,196	102,246,790
7. After-tax cash savings/flows	5,984,759	6,248,632	5,192,480	24,241,365	36,094,637	62,842,753
8. Return on Investment	32.6%	77.3%	52.6%	114.9%	173.7%	80.5%
9. NPV - ROI						21.7%
10. ROI on Network Upgrade & Refresh Only:						
11. PV of stream of payments at 10%						\$76,965,847
12. PV of savings at 10%						\$16,735,381
13. NPV - ROI						63.2%
14. ROI on Network Upgrade & Risk Adjusted Impacts:						
15. PV of stream of payments at 10%						\$76,965,847
16. PV of savings at 10%						\$48,632,915
17. NPV - ROI						63.2%
18. DCX Hurdle Rate: Expected minimum ROI						18.0%

The purpose of this workshop is to drive business through your pipeline to a positive conclusion by tapping into the executive's decision making criteria. In order to achieve this, **the ideal scenario** would be to limit the participation to three complete account teams and their managers. Each account team will be required to identify the opportunity that we will focus on during the workshop and perform a pre-work assignment. We are, however, flexible and can adapt our approach to meet our clients' specific needs.

Audience: Account Managers and extended account teams.
Prerequisites – Financial Acumen, Sales Methodology