



PROPOSAL FOR ABC COMPANY

SALES STRATEGY, DEVELOPMENT & ACCOUNTABILITY

Developed by:

Marc Wayshak

Game Plan Selling

(617) 203 – 2171 x1

JUNE 26, 2018



June 26, 2018

Mike Ash
CEO
ABC Company
231 High Street
Boston, MA 02119

Dear Mike,

It was a pleasure talking with you during our strategy session yesterday at your office. The next few years bring some huge opportunity with the refinement of a sales strategy, the addition of new players and the development of existing team members at ABC Company. Establishing the most effective strategy, development and accountability plan for driving sales will be critical to sustainably and organically increasing revenues.

The drivers of this project are to:

- Dramatically increase sales at ABC Company
- Attract and hire top performing sales talent.
- Develop a fully-managed sales team that doesn't require Mike's daily support.
- Improve the performance and overall effectiveness of the sales team.
- Establish sales team as the dominant force in the region.

Success in meeting these objectives will be measured by the following factors:

- Hit top line revenues of \$22M in annual revenue within 12 months.
- Achieve sales growth while maintaining a minimum of 70% profit margin.
- The hiring of at least two additional sales performers to the core sales team.
- Help new salespeople locate 10 key accounts within first 6 months.
- The implementation of a specific set of scripts and tools for the sales team to use when selling.
- The creation of a regular process of checkup and accountability to more effectively manage the sales team—without additional burden to management.
- The development of a specific set of metrics by which to hold the sales team accountable.

The value of achieving these objectives includes:

- Increasing company profit by approximately \$1.5M annually within the first 12 months
- Get the company on track to hit \$30M within 2 years.
- Position the company for a potential acquisition down the road.
- Allow Mike to ultimately pull money out of the business.
- Support a lifestyle for Mike's family.
- Create the financial freedom for Mike's children to do whatever they want to do.
- Ultimately build a legacy with the business.



Below are three options for achieving the stated objectives.

Regards,

A handwritten signature in black ink, appearing to read "Marc Wayshak".

Marc Wayshak
Sales Strategist and Bestselling Author

Methodology & Options

Option 1: Trusted Advisor

This option lays the foundation for achieving ABC Company growth objectives by providing Mike with unlimited, ongoing access to me by phone, Skype, email and similar means for a six-month period. This will include occasional meetings as needed at mutually agreeable times. In this capacity, I will serve as a trusted advisor, providing recommendations and acting as a sounding board. I will work closely with Mike to support any initiatives related to achieving sales growth. This includes advising on the following:

- Sales process development to increase new client development and increase the close ratios.
- The development of a recruiting, hiring and onboarding process for attracting A-player salespeople.
- Sales management processes development for a high-performance sales team.
- Identifying key measures in the CRM system to increase sales performance.
- A regular process for management of that sales team that will lead to a stronger sales culture.
- Compensation structures that will most effectively align incentives to drive sales activity.

Option 2: Strategic Partner

In addition to the responsibilities and contributions of Option 1, I will work closely with Mike and the sales team to implement the initiatives necessary to achieving the specific sales goals. This option entails:

- A complete assessment of all sales-related areas of the business. This includes:
 - Gathering data to track current sales activity for the sales team.
 - Holding meetings with current salespeople in order to understand:
 - Sales challenges
 - Management challenges
 - Current sales processes
 - Specific areas for customization
- Full hiring process development, culminating in an easily repeatable hiring process that will allow ABC Company to hire top performers. This will include:
 - Creating ideal sales candidate profiles for sales positions.
 - Developing a detailed job description for candidates.
 - Assisting with the creation and placement of hiring ads.
 - Developing a process for pre-screening candidates.
 - Formally benchmarking the Profiles InternationalTM sales assessment against the existing team.



- Putting potential candidates through the benchmarked Profiles International™ sales assessment to help assess both behavioral and cognitive strengths and weaknesses of candidates.
- Providing management with a script of questions to ask each candidate during interviews.
- Advising on the first five strong candidates in the hiring pipeline throughout the process, in order to increase the likelihood of proper first hires.
- Support in the creation of a compensation plan that will attract prospective hires and heavily incentivize top sales performance. This process includes:
 - Analyzing existing compensation plans with management.
 - Presenting ideas for future compensation models that will incentivize sales performance.
 - Supporting the implementation of the resulting compensation plans for new hires and existing salespeople (when appropriate).
- Developing and implementing a turnkey sales management system for sales management by:
 - Advising on necessary metrics to measure the sales success of the team within the CRM.
 - Laying out an easy-to-follow on-boarding process for getting new recruits launched quickly.
 - Using sales meetings to hold salespeople accountable to their sales goals, without laying on undue pressure.
 - Creating a sales culture amenable to helping salespeople connect with, qualify, and close the best prospects.
 - Facilitating and advising at a rollout sales meeting to help implement management best practices.
- **One-on-One Sales Management Coaching:** In order to effectively implement the sales system, sales accountability and sales structure, there must be ongoing coaching for Mike and his sales manager. This includes:
 - Twice per month private coaching calls with Mike and his sales manager to help with implementation of sales concepts and team accountability (six months).
- Two on-site one-day trainings (9AM – 3PM) for ABC Company’s sales team. The goal of the trainings are to provide the team with a sales system (the **Game Plan Selling System™**) that will enable them to sell far more, without feeling salesy or pushy. This will be achieved in three tangible ways:
 - Salespeople will learn how to separate themselves from the competition.
 - The sales team will adopt a proven system to close sales more quickly and with greater frequency.
 - Each salesperson will develop a playbook of prospecting activities that ensure the fulfillment of specific sales goals.
- Long-term reinforcement through the **Game Plan Selling™ Weekly Sales Meeting Training**.
 - This includes a brief weekly training module to play at sales meetings to reinforce key content and then facilitate a training exercise. This is a one-year license for the modules.

Option 3: Implementation Partner

In addition to the responsibilities and contributions described in both Option 1 and Option 2, I will support Mike over a one-year period to ensure full integration of the sales management systems. This option entails:

- Four additional on-site half-day sales trainings (9AM – 12PM) over the course of 12 months for ABC Company’s sales team. These trainings will focus on:
 - How to use a campaign approach to acquire larger clients



- How to improve prospecting techniques
- How to create more value with prospects to close more sales
- How to sell strategically in order to close the best opportunities more frequently
- **One Off-Site Strategy Facilitation:** I will facilitate an off-site follow-up strategy session with Mike after initial implementation and training to more tightly align strategic sales direction with new processes in place. This session will focus on:
 - How to continue driving a systematic sales approach.
 - What key metrics must be closely watched in order to drive sales accountability.
 - What Mike and the rest of the team must do in order to support new salespeople.
- **Full Retainer Access:** Remaining available for one year on retainer for Mike to call anytime during work hours to help with any sales system implementations, accountability matters, or reporting issues.

Joint Accountabilities

You will be responsible for internal scheduling, reasonable access to key personnel, on-site administrative support, and reasonable access to past and current documentation that will aid the project. I will sign all required non-disclosure and confidentiality agreements, and provide all administrative support off-site. We agree to immediately apprise each other of any intelligence or findings that would impact the success of the project so that rapid action could be considered.

Timing

I am available to begin this project in mid July. We can lay out the hiring and management processes immediately, while scheduling trainings over the next few months.

Terms & Conditions

I assess a project fee for my work, so that there is never a “meter running,” and you can control expenses. Within the objectives and parameters described above, I will commit as much time as necessary to fulfill the objectives. This is a unique feature of my strategy practice.

My fees for the above options are:

Option 1: \$XX,XXX

Option 2: \$XXX,XXX

Option 3: \$XXX,XXX

Please note that each option includes the preceding option (for example, Option 3 includes Option 1 and Option 2). These fees are inclusive of all travel expenses. All administrative, logistical, and communication expenses are included, so there is no further amount due for any option.

Payment terms for any of the options are:

- 50% due on acceptance of this proposal
- 50% due 45 days after acceptance

I offer a courtesy discount of 5% when the full fee is paid upon acceptance. I will honor the fees for the additional options through July of 2018.



This project is non-cancelable after 60 days, and agreed-upon payment terms are due as described. However, you may postpone or delay any part of the work in progress without penalty. In addition, my work is guaranteed within the first 60 days. In the event you feel that I am not meeting the standards described herein or based on our mutual conversations and agreements, I will refund your entire fee within the first 60 days of the project.

Acceptance:

Your signature below indicates acceptance of this proposal and the terms and conditions herein. Alternatively, your initial payment per the terms above will also represent acceptance of this proposal.

Please check the option you prefer: #1 #2 #3

For:

For:

Marc Wayshak Communications LLC

ABC Company

A handwritten signature in black ink, appearing to read "Marc Wayshak".

Marc Wayshak
President

Signature: _____

Name: _____

Title: _____

Date: _____

Date: June 26, 2018