



PERFORMAX Customer Solution:

Platform Computing

NB: Each Solution is based on a customer engagement from which we report the situation to the best of our ability using customer quotes wherever possible

The Measureable Outcomes from PERFORMAX's Engagement were..

"PERFORMAX's assistance in enabling an opportunity management process backed by their easy to use tool and skills development for the entire sales team were instrumental in growing software sales 88% Year over Year to new record revenue and profitability levels at Platform Computing."

George Staikos, VP North American Sales

"The Performax training gave me a comprehensive and detailed understanding of the sales process which in turn, helped me realize where opportunities could be won so that the sales quota could be attained."

Rob Piccolo, Sales Person

Platform's Situation

This company invented software for Load Sharing across a Unix Network.

This speeds up the job turnaround time dramatically and gets new products to market quicker etc etc.

The challenge was that, whereas the software was:

- ❑ Very new to the market and not many potential buyers knew of its existence, let alone its capability
- ❑ Not seen as mandatory by potential buyers as they had got along without it before.

The market was huge and this reflected in very challenging sales targets set by the Board, eg: doubling every quarter. But how does the sales and marketing team of a \$5 million company do this?

PERFORMAX's Contribution

Brought in by the then President, David Black, PERFORMAX provided the following:

- Helped identify that the lack of formal sales & marketing process was a key inhibitor to achieving the market potential
- Conducted Sales Management Training for direct and channels Sales Managers
- Helped these Managers develop their Business Strategies and Plans
- Helped define a Sales Management Compensation Plan
- Helped define a Solutions Selling Model & with Process & Toolset to track & sustain it
- Trained the Sales Force around the above using ***The TeleSelling Advantage***
- Implemented a company wide Opportunity Tracking & Sales Forecasting System (The PERFORMAX System)...*"The focus on opportunity management and the availability of meaningful data to analyze our sales cycle resulted in a 30% sales productivity improvement and a 40% decrease in the length of the sales cycle."*
- Helped introduce Partners to the Opportunity Tracking & Sales Forecasting System
- Conducted a complete Solution Oriented Sales Training Program to increase Skills (built around the Process) for Direct Sales and for Sales Staff of the Partners

For additional information on this or other Programs, please contact PERFORMAX (954) 229-7215,
or e-mail info@sell-or-die.com Copyrighted Material – Performax Technologies Inc.