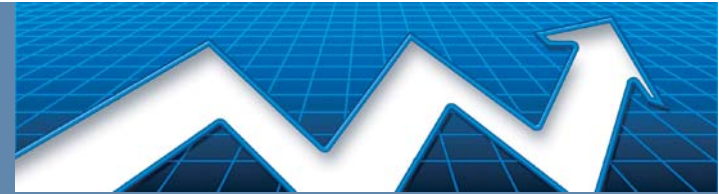


Information + Connection + Persuasion = Revenue  
SalesOptix drives the information component



## Value Proposition and Feature Set

monograph

features

fall 2005

### Inside:

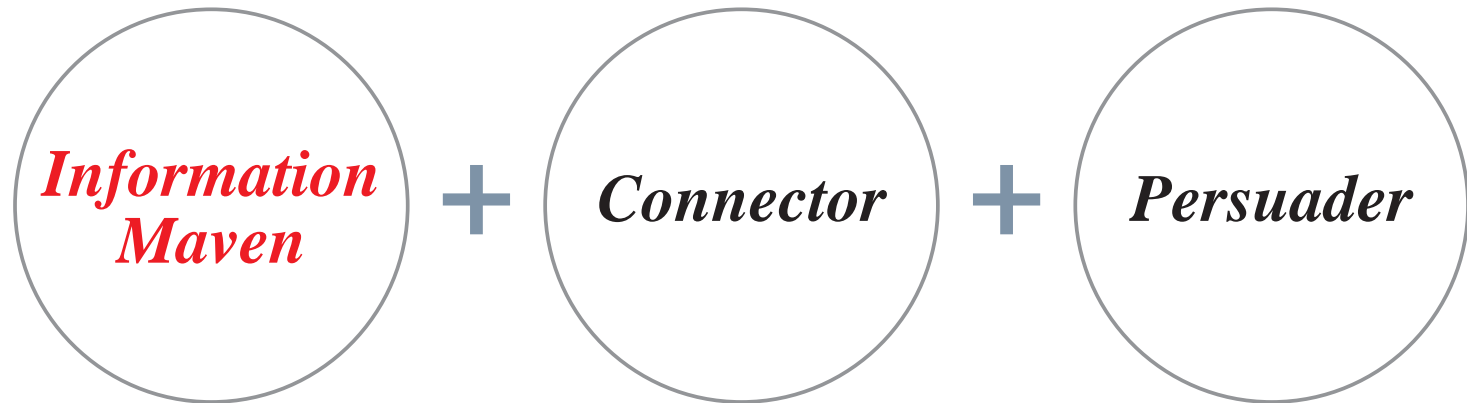
- ▶ **INFORMATION MAVEN**  
The importance of client intelligence to the sales process
- ▶ **IMPACT ON CLIENTELE**  
Using SalesOptix positively impacts your clients
- ▶ **VALUE CHAIN**  
SalesOptix is a value net integrator adding value across the entire chain
- ▶ **FEATURES**  
Sequenced news on your targets, based on high stress and high activity

Malcolm Gladwell wrote about the relationship between information, connection and persuasion to create a "Tipping Point." In sales, this equals increased revenue and a higher ROI on the sales force investment.

I once went skiing with a top sales performer. Each time we got on the lift, he struck up an "uncomfortable" conversation with the pair sitting next to us. They politely answered each of his questions until something remarkable happened. He hit on a subject that lit up the conversation...

Well, by the time we reached the top, they were best friends. I watched him do this all day and when we finished up skiing, he knew everyone on the mountain and was the hit of the party that night. Obviously, my friend had incredible "connection" skills. But there is more to this simple story...

Each time he quickly searched for a subject they could talk about with enthusiasm. In business that subject is often the buyer's business and industry. The more we talk the buyer's language and less about our products, the more we connect. Strong connections lead to sole-sourcing and increased client value.



*intelligence >> origination >> structuring*



**INFORNAUTICS**