

Market Bootstrapping Services



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Irrespective of whether your go-to-market strategy is direct or indirect, winning the first 3-5 reference clients in a new market is crucial for your ability to create a bridge-head, achieve break-even and move towards scaling and market dominance.

TBK/Market Bootstrapping services are designed for software companies with high value/high price solutions, long sales cycles and a complex decision making environment.

The objective of the TBK/Market Bootstrapping service is to help you win the first 3-5 reference clients in a new market within the shortest possible time frame.

The Bootstrapping Process



¹ For the definition of the Ideal Customer Profile please see TBK-PFFC-003
² The person who can make funds available irrespective of budget constraints
³ For a definition of the Customer Value Proposition please see TBK-PFFS-002

Managing the decision making centers

Customer Value Proposition and sales tools redesign

The TBK Bootstrapping service is based on a value selling approach, with a clear focus on business value and leveraging other clients' positive experience with our solution.

If your current Customer Value Proposition and your sales tools do not support this approach they must be redesigned before we can commence bootstrapping in a new geographical location.

Selling value at the power sponsor level does not supersede the need for dealing with the other decision-making centers.

Without the support from the technical buyers and the sponsor it is very unlikely that a purchase decision will be made. Hardly any corporate power sponsor will decide against those layers in the organisation who eventually will have to make the solution deliver the value expected.

The sole reason for starting at the power sponsor level is to ensure that processes are driven by business value considerations and that access to funds can be made available irrespective of budget constraints.

Getting access to power sponsors is extremely difficult and time consuming in the contact phase, but can save a considerable amount of time and effort in the development and closing phases.

As soon as the power sponsor has opened the door, we need to make sure that we can manage the other decision-making centres through to closing the final deal. With a very structured and tested sales and closing process it is often possible to make the customer skip the pilot phase.

The TBK/Market Bootstrapping service may include establishing a sales and/or implementation partner channel in parallel with the client acquisition activities.

The exact timing of when and how to involve a sales and/or implementation partner in the individual sales project is decided on a case-by-case basis.

The process of recruiting sales and/or implementation partners is described in TBK-PFFC-004.

Applying a partner channel approach



The Important Answers from the Market Assessment

The Bootstrapping Market Assessment will answer the following questions:

1. Are there competitive solutions serving the same needs as our solution?
2. What are the value propositions of the competitive solutions?
3. How satisfied are the customers with their current suppliers and their solutions?
4. Do the clients plan to replace or complement their current solutions?
5. Are there pain areas, which are unresolved by the existing solutions?
6. If no competitive solution exists, then how latent is the pain scenario, which is required to generate enough interest for our solution?
7. How easy/difficult is it to get access at the highest possible decision making level with our current value proposition?
8. Which Value Added Resellers and Systems integrators are active in this solution environment?

| Phase | Tools required |
|------------------------|--|
| 1. Appointment | <ul style="list-style-type: none"> ·Business value testimonials from our current clients. ·Non Technical based value based solution description. ·Business solution Whitepaper. ·Risk mitigation play book. |
| 2. Presentation | <ul style="list-style-type: none"> ·Customer Value Proposition. ·Business value testimonials from our current clients. ·Non-technical value based presentation. |
| 3. Demo/Proof of value | <ul style="list-style-type: none"> ·A systematic approach to demonstrate value based on the client data or environment with very little effort required on the clients behalf. ·Technical pre-sales resources, which can deal with the clients technical/user staff and overcome resistance that will typically arise. ·Adequate product documentation to satisfy the needs of the technical/user staff. ·References who are prepared to receive visits/phone calls from our prospect and convincingly convey the value they get from our solution |
| 4. Pilot | <ul style="list-style-type: none"> ·A structured delivery process ensuring successful implementation and fast turn-around on unforeseen issues. ·A systematic approach to demonstrate the actual value of the solution by the end of the pilot phase. |
| 5. Full scale | <ul style="list-style-type: none"> ·A structured delivery process ensuring successful implementation and fast turn-around on unforeseen issues. ·Press release and testimonial. ·Up and cross selling opportunities. |

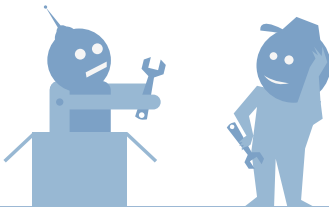
Avoiding the typical pitfalls

The TBK Bootstrapping service has been designed to avoid the typical pitfalls, which are:



| Action | Issue | Impact |
|--------|-------|--------|
|--------|-------|--------|

Selling technical features to a technical audience



The technical audience is extremely resistant to change. Any attempt to demonstrate that something can be improved will be considered a potential threat to their position and question their ability to perform their functions. The technical layer will very seldom perform as good internal sales people.

- Too many appointments
- Substantial consumption of sales and technical pre-sales resources
- Long sales cycles
- High probability of "no decision"

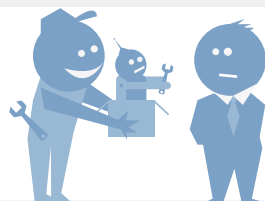
Selling value to a technical audience



Selling business value to the technical layer has no impact. If a person is enthusiastic about business value he or she is not in a technical position. Technical people are generally speaking not motivated by business value.

- Lack of interest
- No appointment
- Sales cycle stalled up front

Selling technical features to the power sponsor



The power sponsor or his secretary will refer a technical proposition to the line operation. You will get a meeting with the technical layer.

- Lack of interest
- No appointment
- Sales cycle stalled up front

Unstructured sales approach



We design the sales process individually for each client, depending on how we get in and whom we talk to. The process is driven by the client.

- Sales process is demanding activities and fulfilment vehicles for which we are unprepared
- Unpredictable sales process and sales cycle
- Substantial consumption of sales and technical pre-sales resources