

If your sales team does not have a Customer ROI Calculator, they are probably losing a good deal of opportunities they could and should be winning.

Walk around the sales floor with your Open Quotes report and as you review each open quote, or recent lost opportunity, with each sales representative, ask them how the Customer's ROI buying your solution, compares to the competitors.

Let the potential value of that process set in for a minute and then let's water that seed a little bit.

In the following "Real Life" scenario, you see the company we are calling Outbound Excellence, competing to win a service agreement from a target customer that is well satisfied with the quality of OE's competitor's service, but has had some frustrations with the competitor not meeting agreed upon "Turn Around Times."

The customer was provided cluttered and confusing data from the two vendors as they debated over the cost difference of the two solutions as one had a single flat rate and the other offered a 2 Tier pricing structure.

There was no definitive data because the actual cost would be determined by the type of each repair and that would not be known until after the new contract was in place.

So based on the cluttered and confusing data, the best the customer could determine is that he would save about \$1,300 on every 10 units. The customer did not believe that the cost and potential risk of switching vendors was worth such a small difference in price.

The young woman that was trying to win the account away from a competitor asked me if I had any ideas before she gave up. I reviewed the notes and asked what state the customer was in and what the closest state in which her repair center and the competitor's repair center was located in.

Turned out her repair center was 380 miles away, and the competitor's service center was almost 2700 miles away. I also asked what the TAT was between the two proposals. Turns out that the TAT of her proposal was one week less than that of her competitors.

Next I enquired as to why the delay in TAT caused frustration for the client, and she said it was because they had a small amount of spare units.

So I designed the following ROI Calculator, we plugged in the data and it eliminated all the Clutter and Confusion. Not only did she win the opportunity, but based on the savings, the client agreed to buy a couple of refurbished units to build up their spares pool.

There's something about visuals that makes it so much easier for customers to see the "True Value" of opposing proposals.

Think about the many close opportunities are lost to a competitor, and the quotes that are closing because they are "being reviewed," and then think about how Profitable this little process alone could be.