

S06 – SIMPLer Scheduling, Dispatch and Sales SIMPLer Sales Process

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Definitions and Abbreviations

Definitions

For the purposes of the present document, the terms and definitions given in [1] and the following apply.

Customer Record: The collective information pertaining to a Customer or Subscriber that is available within the Azotel SIMPLer Platform.

Sales Item: The record of information pertaining to a particular “sale” associated with a customer. For new sales opportunities, there will typically be a one-to-one correspondence between Customer Record and Sales Item. However, for existing customers, there is often the ability/need to upsell additional Services and consequently, a Customer Record may have multiple Sales Items. Note that each Sales Item will typically flow through the various Sales Pipeline States.

Sales Action: For each Sales Item, there will be various *sales actions* carried out by various personnel as the Sales Item progresses through the Sales Pipeline States.

Sales Item States: Every Sales Item will have an associated Sales Pipeline State – see Fig 1.2-1. The total objective of this document is to define a process that takes a Sales Item from “Lead” through to “Live”, with the minimum of effort and in the least amount of time.

Abbreviations

For the purposes of the present document, the following abbreviations apply:

SIMPLer	Subscriber Information Management PLatform
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1 Introduction

1.1 Overview

This intended audience for this document are all Azotel Distributors, Resellers and Azotel Sales Support staff. The SIMPLer platform is a comprehensive software system designed to simplify and automate many of the routine tasks performed by Broadband Service Providers. Having now successfully sold the platform in to more than 60 Operators across Europe, Africa, Canada and the US, the objective of this document is to capture the most successful practices and to share that with all our Sales Teams.

The first reaction of Distributors and Resellers is: “Wow! This is a very comprehensive. How can I ever get to understand this product and all of its permutations?”

The simple answer is “Let Azotel help you – each step along the Sales Process”. As Sales Personnel go through the process a number of times, they are able to take on more of the actions. However, even experienced Sales Personnel will refer back to Azotel for assistance on a regular basis e.g. when it comes to drafting the Proposal and Price Negotiation. This is especially the case for larger opportunities, which often require backend migration and integration expertise.

From a Reseller/Distributor perspective, this means that Azotel will essentially do as much of the consultative selling as required on your behalf. The unmistakable benefit that Resellers and Distributors bring to Azotel, is the existing relationships and presence that is already established.

In summary, Azotel wants to assist wherever possible with the selling process. In order to do so however, we need to have the latest information to-hand at all times across the Sales Pipeline. As there are a minimum of two people involved – often more – we therefore have developed a Sales Tracking sub-system within SIMPLer that when used, will keep the Sales Pipelined steam-lined.

1.2 SIMPLer Sales Process

All data will be recorded in the SIMPLer system, using *customer records* for potential customers, and the built in sales tracking system for *sales items* and *sales actions*. See the SIMPLer Sales Tracking User Guide for more details on this system.

Pipeline Definitions

Name	Sales Tracking Value [%]	Priority	
00-dead	0.00	0.00	Delete
00-fallback	0.00	0.00	Delete
00-lead	0.00	0.00	Delete
05-prospect	5.00	20	Delete
10-webinar	10.00	30	Delete
40-proposal	40.00	40	Delete
85-verbal	85.00	50	Delete
95-payment received	90.00	55	Delete
99-live	100.00	60	Delete
Add Blank Row			

Fig 1.2-1 Azotel Sales Item States (Pipeline Definitions)

The states that a *sales item* progresses through are outlined in section 2, along with inputs, actions and outputs for each state.

2 Sales Item States

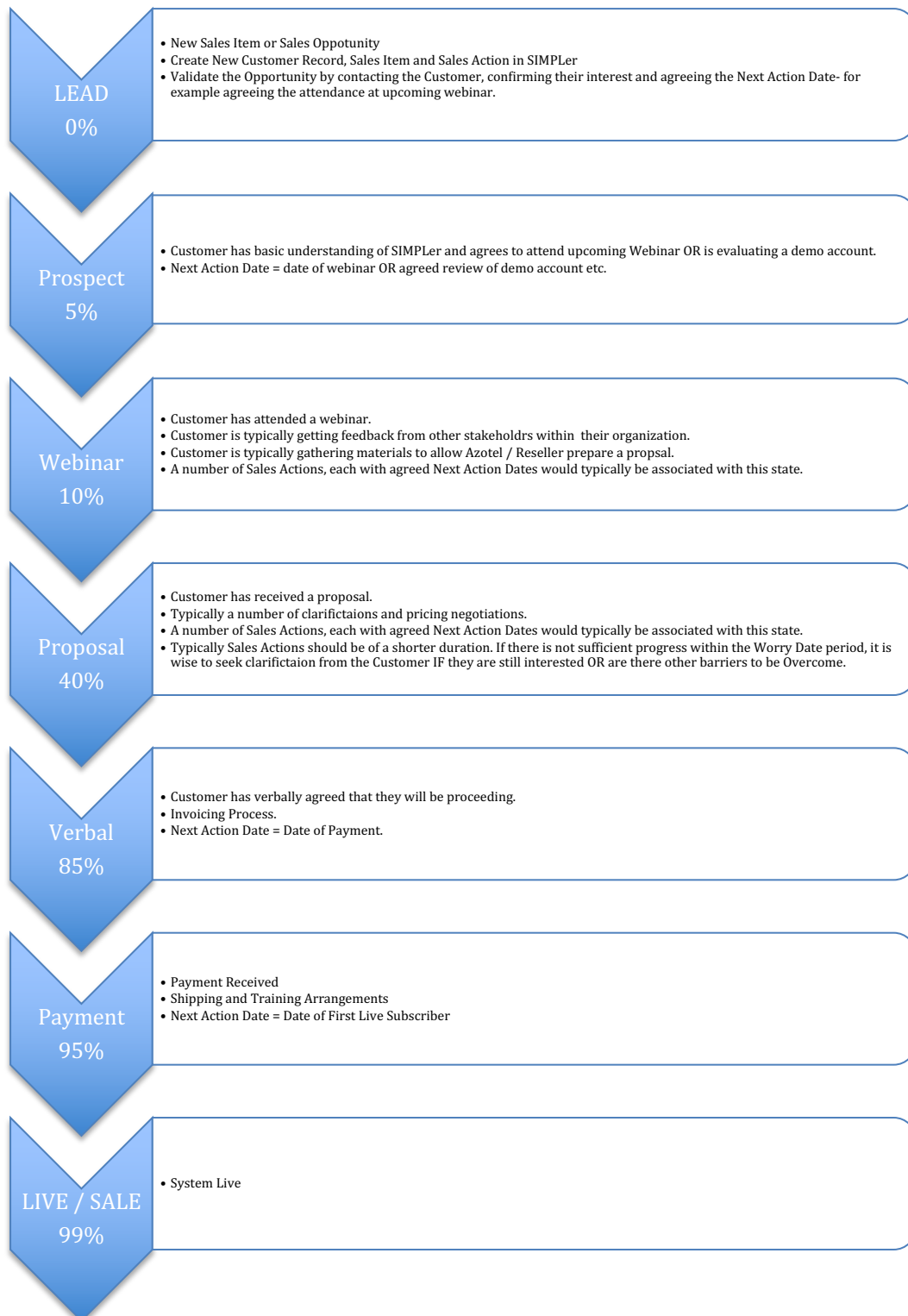


Fig 2-1 Sales Process

2.1 Lead [0%]

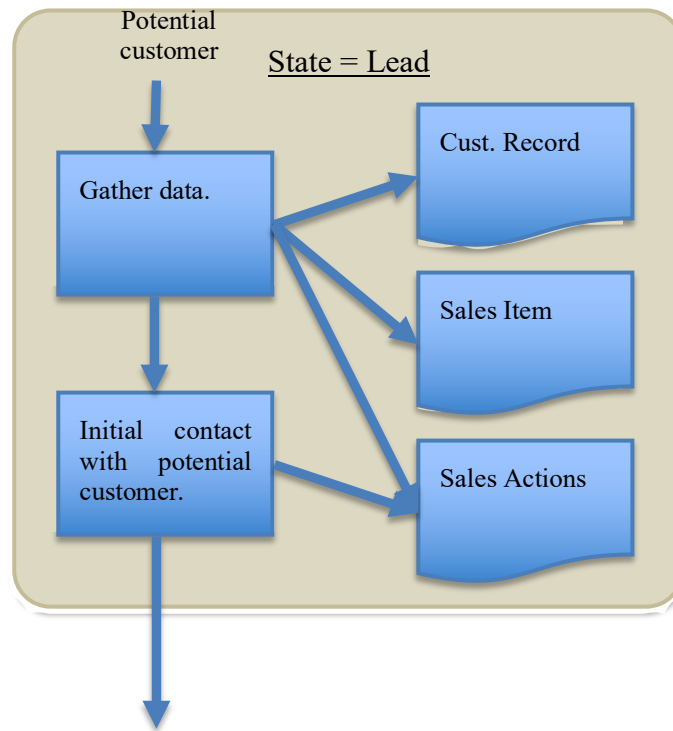


Figure 2.1-1 Sate LEAD

Inputs	Actions	Outputs	Next State
<p>A potential customer has been identified. This could be via a number of mechanisms, including:</p> <ul style="list-style-type: none"> - Website Enquiry - Sales Conference - Phone Query - Reseller / Distributor 	<p>Gather information and enter into SIMPLer:</p> <ul style="list-style-type: none"> - Use: http://www.azotel.com/query - Contact potential customer (by phone) to assess the level of interest. - Create Sales Item with high-level description of the Opportunity. 	<ul style="list-style-type: none"> - Completed Customer Record. - Sales Actions reflect progress on Opportunity. - Next Action Date: Agree date for next discussion. 	<ul style="list-style-type: none"> - PROSPECT: Potential customer expressed some interest in the SIMPLer system, and Azotel/Distributor/Reseller believe it's worth proceeding further - FALLBACK: No immediate interest from potential customer, but there may be an opportunity in future - DEAD: No interest and/or no response after reasonable effort to make contact

Table 2.1-1 LEAD Details

2.2 PROSPECT [5%]

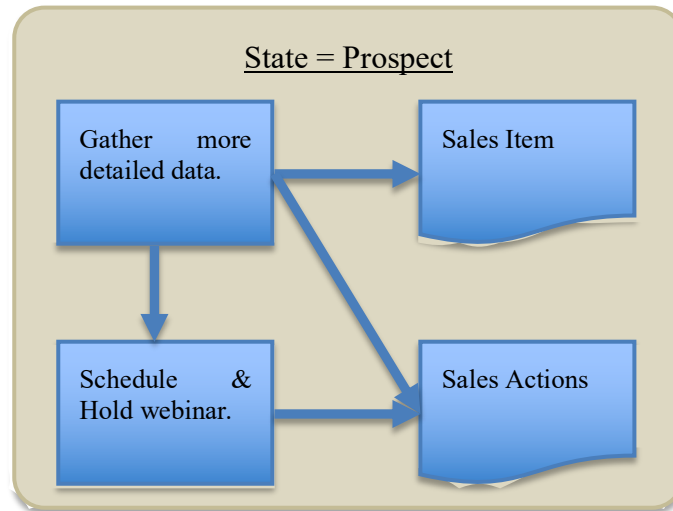


Figure 2.1-1 Sate PROSPECT

Inputs	Actions	Outputs	Next State
<ul style="list-style-type: none"> - Potential customer has expressed some interest in the SIMPLer system. - Customer record exists in SIMPLer and is up to date. - Sales item exists with high level description of opportunity 	<ul style="list-style-type: none"> - Gather more detailed information, and update sales item accordingly. Required information includes: <ul style="list-style-type: none"> - Network type: contract, hotspot, both. - Network size: number of subscribers. - Radio equipment type. - Any information on current network design. - Information on operator reasons for considering SIMPLer 	<ul style="list-style-type: none"> - Webinar scheduled. - Sales item updated with additional information. - Sales actions reflect progress on opportunity. - Next Action Date = Date of Webinar. 	<ul style="list-style-type: none"> - WEBINAR: - FALLBACK: If there is no immediate interest from potential customer, but there may be an opportunity in future - DEAD: No interest and/or no response after reasonable effort to make contact

Table 2.1-1 PROSPECT Details

2.3 WEBINAR [10%]

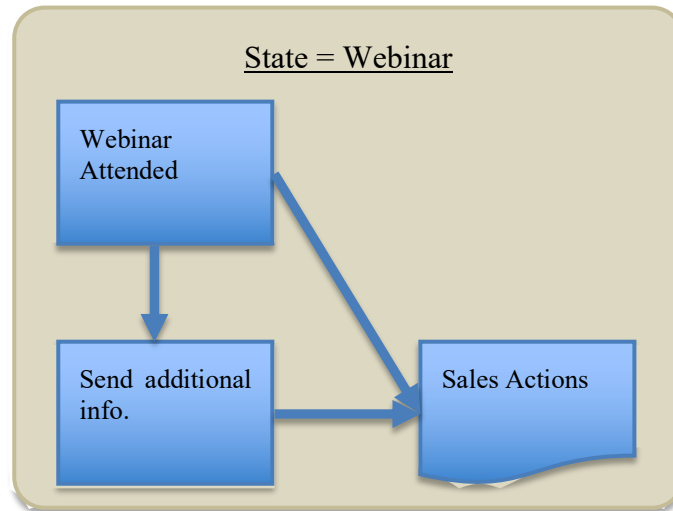


Figure 2.1-1 Sate WEBINAR

Inputs	Actions	Outputs	Next State
<ul style="list-style-type: none"> - Webinar was Held and attended by Customer. - Is there Sufficient interest from the operator to justify generating a proposal and quotation? 	<ul style="list-style-type: none"> - Webinar FollowUp <ul style="list-style-type: none"> - As well as giving an overview and demonstration of the SIMPLer system, the opportunity should be used to solicit further information about the potential customer's requirements and current network configuration. - In situations where the webinar is attended by multiple operators, it may be necessary to have a one-to-one meeting. - Follow up and send operator the following: <ul style="list-style-type: none"> - Link to slides used in webinar.. - Account on demowisp instance. - Draft Proposal and send to Operator. <ul style="list-style-type: none"> - Background information on SIMPLer system. - Background information on radio network for new operators who may not be familiar with this. - Answers to any questions raised during the webinar. - Discussion of any customisations requested by the operator. - Draft Quote and send to Operator. <ul style="list-style-type: none"> - Pricing for configuration and network size required by operator. 	<ul style="list-style-type: none"> - Sales Actions reflect the level of activity. - Sufficient Materials collected to Draft Proposal. - Proposal Document including Pricing sent to operator. - Next Action Date: Date by which proposal feedback is to be received from the Operator. 	<ul style="list-style-type: none"> - PROPOSAL: Only move to this state AFTER Proposal Doc has been Sent. - FALLBACK: No immediate interest from potential customer, but there may be an opportunity in future - DEAD: No interest and/or no response after reasonable effort to make contact

Table 2.1-1 WEBINAR Details

2.4 PROPOSAL [40%]

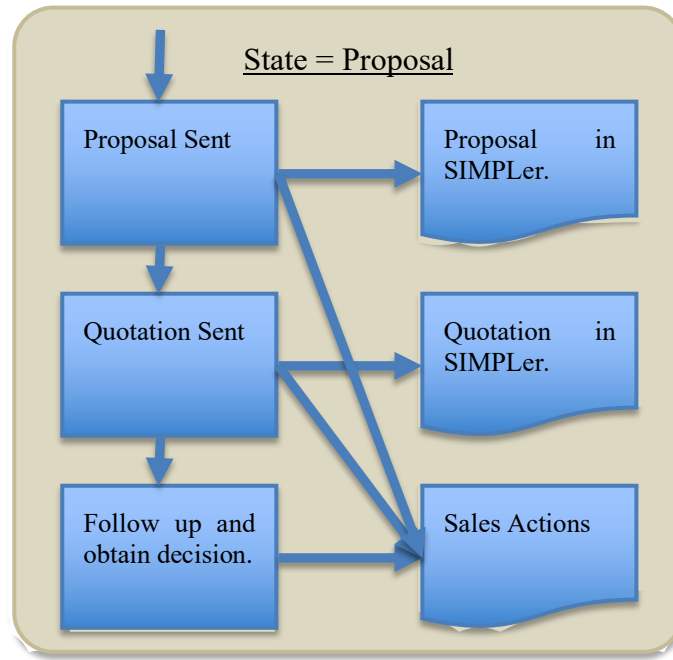


Figure 2.1-1 Sate PROPOSAL

Inputs	Actions	Outputs	Next State
<ul style="list-style-type: none"> - Proposal & Quotation <u>has been</u> sent to the Operator. 	<ul style="list-style-type: none"> - Clarify & Update Proposal incorporating further detailed information if necessary. - Feedback & Decision. 	<ul style="list-style-type: none"> - Sales item updated with additional information. - Webinar scheduled. - Sales actions reflect progress on opportunity. 	<ul style="list-style-type: none"> - WEBINAR: Scheduled. - FALLBACK: No immediate interest from potential customer, but there may be an opportunity in future - DEAD: No interest and/or no response after reasonable effort to make contact

Table 2.1-1 PROPOSAL Details

2.5 VERBAL [85%]

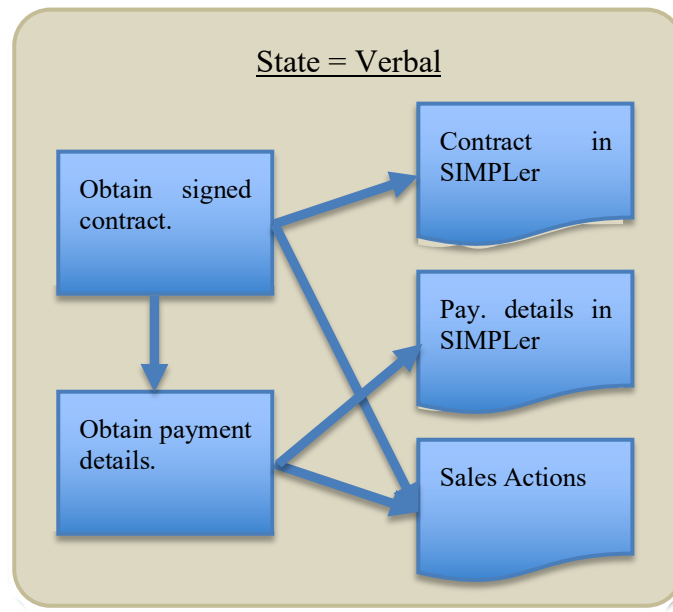


Figure 2.1-1 Sate VERBAL

Inputs	Actions	Outputs	Next State
<ul style="list-style-type: none"> - Verbal agreement to purchase system. 	<ul style="list-style-type: none"> - Provide Payment Details. - Provide Contract if required. - Agree a "Payment By" Date 	<ul style="list-style-type: none"> - "Payment By" Date agreed. 	<ul style="list-style-type: none"> - Payment Received. - DEAD - FALL BACK

Table 2.1-1 VERBAL Details

2.6 PAYMENT [95%]

Inputs	Actions	Outputs	Next State
- Payment Received.	- Ship Goods. - Arrange Training	- Goods Shipped	- LIVE - DEAD in unlikely event that Operator not happy with SIMPLer System.

Table 2.6-1 PAYMENT Details

2.7 LIVE / SALE [99%]

Inputs	Actions	Outputs	Next State
- First LIVE Subscriber.	- Ensure that Software License Date set - Update and close out Sales Actions and Sales Items.	- Recurring Billing	- Non Applicable

Table 2.7-1 PAYMENT Details

2.8 Fallback [0%]

This state is used as holding place for all Opportunities that no longer are current i.e. those that DO NOT HAVE a Next Action Date or the NEXT ACTION DATE has expired.

At some point in the future the Opportunity may reignite and typically these Opportunities would be included in the monthly Newsletter mailing lists.

2.9 Dead [0%]

The Opportunity has stated that they are Not Interested or they are not contactable over a 1-month window.

3 Responsibilities

3.1 Distributor/Reseller Responsibilities

Azotel and its distributors/resellers will work closely together throughout the sales process, with each supporting the actions that the other is performing. With new Channel Sales Members, we fully understand the complexities of selling the platform and have established a detailed knowledge in addressing the broad spectrum of questions/queries which potential Operators, typically ask.

We therefore welcome of questions/queries that Channel Sales Members would like to ask us address. An easy way of keeping Azotel in the loop is to CC at least one Azotel member in any discussions and where possible to use SIMPLer for tracking Sales Actions.

From an Azotel perspective, we recognize the importance of the trust, comfort and local element that our international Distributors and Resellers bring – which is an invaluable contribution to the Sales Process.

The table below acts as “rough” guide to the roles of the various parties, but it is by no means definitive.

Sales Item State	Action	Azotel Responsibility	Distributor Responsibility
Lead [0%]	Gather Info		X
	Are they interested?		X
Prospect [5%]	Gather more detailed info.		X
	Webinar Held		X
Webinar [10%]	Collect Further Details	X	
	Prepare and Send Proposal / Quote	X	
Proposal [40%]	Review Quote / Proposal	X	X
	Further Clarifications	X	X
Verbal [85%]	Obtain signed contract		X
	Obtain payment details		X
Payment Received [95%]	Ship Goods	X	
	Training	X	
Live [99%]	Setup Recurring Billing	X	
	Update and close sales item		X

Table 3.1-1 Example Responsibility Matrix

3.2 Reseller Program

Azotel also operates a Reseller Program. Distributors are encouraged to empower their Reseller base to promote the platform using the below guidelines.

3.2.1 Bronze Reseller

Bronze Lead Source simply introduces product to lead and submits lead to associated distributor.

- Generate Leads for the Azotel SIMPLer system and submit for Sales Process.
- Distributor tag's lead as owned by Lead Source
- Distributor to Quote and Collect payment information
- Distributor will pay Lead Source % when payment is received from Customer

3.2.2 Silver Reseller

Silver Resellers perform complete sales cycle. Distributor performs up front and ongoing collections direct from end customer.

- Generate Leads for the Azotel SIMPLer system and submit for Sales Process.
- Silver Reseller will Market Azotel Products regularly to customer base effectively
- Silver Reseller will quote potential customer and receive approval on quote
- Silver Reseller submits final quote and sales information to Distributor
- Distributor will complete sales with collection of payment information
- Distributor will pay % to reseller after payment is received from customer

Payout to Silver Reseller will be for ALL AZOTEL SALES TO CUSTOMER FOR THREE FULL YEARS AFTER FIRST PAYMENT IS RECEIVED

3.2.3 Gold Reseller

Gold Resellers perform complete sales cycle and submits orders to Distributor.

- Gold Reseller will perform all Silver Reseller responsibilities.
- Gold Reseller will complete sales with collection of payment information
- Gold Reseller will collect payment from customer and submit PO to Distributor for product delivery
- Gold Reseller will manage customer needs ongoing and submit additional orders to Distributor
- Gold Reseller will submit license count information with each order on a monthly basis
- Distributor will invoice reseller and automatically withdrawal payment through ACH

Payout to Gold Reseller will be for ALL AZOTEL SALES TO CUSTOMER ONGOING, PURCHASED THROUGH Distributor

4 Conclusion

It is hoped that the above sections provide common terminology amongst all parties regarding the Azotel Sales Process. The process itself is continuously evolving and improving, so please do not hesitate if there are any suggestions or queries.

An effective methodology at the early stages is to ensure than all interested Opportunities get the opportunity to attend a Webinar. These are typically run at set times each week between Azotel and the Distributors and it's a simple matter of forwarding an invite for same.

At the end of each week Azotel identifies the most likely candidates for a Proposal / Quote and the Sale Process follows a typical path of negotiation and refinement from here.

Critical at each stage in the process is to agree the Next Action Date with the Opportunity, so that we can quickly remove those that have the least probability from cluttering the Sales Pipeline.

Annex A: Q & A

Annex B: Customer Qualification Form

Company Name:	Date:	Time:
Website:	Region:	
Info from website and other sources:		
How did we receive lead?		
Information provided to date?		
<u>Existing Network</u>	<u>Start-Up</u>	
No. of Subscribers:	Roll-out date according to business plan:	
What is your budget:	What is your budget:	
Functions Required:	Functions Required:	
When are you looking to have system in place:	When are you looking to have system in place:	
Radio network used:	Radio network that will be used:	
Existing distributor/reseller:	Existing distributor/reseller:	
Are they looking at any other system?	Are they looking at any other system?	
Agreed next steps: Action + Date	Agreed next steps: Action + Date	
Post conversation thoughts on prospect: Is there a potential for a sale? What are we trying to sell them? What are the next steps to be taken? What information do I need before next conversation? What is their biggest issue?		
Pipeline Stage: Fallback, Lead, Webinar, Proposal etc.		

Annex C: Change History

Change history				
Date	Author(s)	Subject/Comment	Old	New
08/11/10	tim	Initial version	n/a	001
21/11/10	oharej	Reviewed	001	004