

Selling to Zebras, LLC  
Zebra Product Series

HOW to CLOSE 90% of the BUSINESS YOU PURSUE FASTER, MORE EASILY, and MORE PROFITABLY

**Selling to Zebras, LLC – Zebra Product Series**

**SPEED YOUR ZEBRA PROCESS BY LETING US HELP YOU BUILD YOUR ZEBRA,  
THE ZEBRA WATERFALL MODEL AND THE ZEBRA BUYING CYCLE**

**LISTED IN ORDER OF PRIORITY**

**1. "BEST PRACTICE SALES CYCLE ASSESSMENT"**

- HOW DOES YOUR POLICY REGARDING SALES—YOUR SALES METHODOLOGY COMPARE TO A "BEST PRACTICE" SALES METHODOLOGY?
- THE BEST PRACTICE VALUE-BASED SALES CYCLE ASSESSMENT OUTLINES YOUR PRESENT STATE, DESIRED FUTURE STATE, AND THE ASSOCIATED VALUE THAT WOULD BE CREATED BY CHANGING TO A BEST PRACTICE VALUE-BASED SALES METHODOLOGY.
- OUR CUSTOMERS HAVE DERIVED SPECIFIC VALUE FROM ADOPTING THE ZEBRA WAY. THAT VALUE IS COMPLETELY PREDICTABLE, AND THE TIME TO VALUE IS OUTLINED AS A RESULT OF THIS FORMAL ASSESSMENT.

**2. "BUILDING YOUR ZEBRA" – 2 DAYS**

- WE RESEARCH YOUR WEBSITE, DOCUMENTATION, WHITE PAPERS, EXISTING CUSTOMERS AND BUILD YOUR PUSH-BUTTON ZEBRA STRAW-MAN
- INCLUDES ONE-DAY ON SITE TRAINING AND TESTING OF YOUR ZEBRA STRAW-MAN AND TWO FOLLOW-UP WEBINAR SESSIONS

**3. "BUILDING THE ZEBRA PREDICTIVE WATERFALL MODEL" – 8 DAYS**

- RESEARCH YOUR BUSINESS, REVIEW ALL VALUE COMPONENTS OF YOUR SOLUTION, AND BUILD ONE VERSION (ONE PRODUCT LINE) OF YOUR PREDICTIVE WATERFALL MODEL
- DESIGN A SURVEY THAT YOU SEND TO YOUR CUSTOMERS TO VERIFY THE VALUE
- INCLUDES ONE-DAY ON-SITE TRAINING OF YOUR PEOPLE AND FOUR FOLLOW-UP WEBINAR SESSIONS
- IF CUSTOMERS DO NOT RESPOND TO SURVEY FOLLOW-UP PHONE CALLS TO CUSTOMERS ARE DONE BY CUSTOMER, OR BY US AT AN EXTRA CHARGE

**4. "ZEBRA BUYING CYCLE" – 8 DAYS**

- BUILD THE RESEARCH TEMPLATE, CALL SCRIPTS, EXECUTIVE PRESENTATION, AND FOLLOW UP FINAL BUSINESS CASE PRESENTATION
- INCLUDES 2 DAYS OF ON SITE TRAINING AND ROLE PLAYING UTILIZING TOOLS AND CONCEPTS. AND FOUR FOLLOW-UP WEBINARS

**5. NATIONAL SALES MEETING PRESENTATIONS UP TO ½ DAY**

- ON SITE @ CUSTOMER LOCATION

*\*ANY ON SITE CUSTOMER TRAINING WILL INCLUDE ALL REASONABLE & CUSTOMARY EXPENSES – BILLABLE AND PAID UPON COMPLETION OF WORKSHOP AND TRAVEL*

⇒ **PRODUCTS BILLED 50% UPON CONTRACT SIGNATURE AND 100% AFTER COMPLETION OF TOOLS, BUT PRIOR TO ON-SITE TRAINING**

⇒ **TRAVEL EXPENSES – CUSTOMER WILL BE BILLED FOR ALL REASONABLE AND CUSTOMARY TRAVEL EXPENSES – A SEPARATE INVOICE WILL BE SENT UPON COMPLETION OF TRAVEL**

