# **Product Sales Process**

1. **AE –** 
   1. **The AE is responsible for:** 
      1. **Prospecting for Leads**
      2. **Researching potential opportunity’s they find**
      3. **Identifying all Opportunity’s**
   2. **It is the AEs responsibility to cultivate any interest or potential once an opportunity has been identified.**
   3. **Where does the AE get their Product Sales leads? They acquire leads in three ways:**
      1. **Prospecting**
      2. **Manufacturing partners**
      3. **Marketing has provided great warm leads from the website contact form.** [**https://ivision.com/contact/**](https://ivision.com/contact/)
   4. **When prospecting for leads, the AE will use a variety of methods such as:** 
      1. **Networking events**
      2. **Non-profit boards**
      3. **LinkedIn (Cold outreach) (Not many AEs make cold calls any longer.)**
      4. **Email (Cold outreach)**
      5. **By phone (Cold outreach)**
      6. **Referrals from existing customers**
   5. **Some use more of a hybrid approach, drawing some leads from iVision partnerships and prospecting / hunting for others.**
      1. **You may also use warm leads with whom you already have an established relationship, if there is no conflict involved.**
2. **AE –** 
   1. **The AE will fill out the Sales Opportunity Form and enter all information as requested.**
      1. **AE must fill in all blank spaces. The form will not allow you to submit at the end if all required areas are not filled in properly.**
      2. **Specify whether the product deal needs a task for the SA and / or deal registration.**
      3. **The AE will have to enter an “estimated” deal dollar’s value in the opportunity, at this time. This will have to be a “guesstimate” based on your experience, because the dollars are unknown until the SA scopes the opportunity. Later in the process:** 
         * **The SA will scope the opportunity and provide a more accurate number.**
         * **The SSS will then quote it with the actual deal dollar amount.**
      4. **Add a task when you have 90% of the details the SA initially needs. (Sometimes you will receive this information after the opportunity is created.)**
      5. [**Sales Opportunity Form - iVision**](https://ivision.com/sales-opportunity-form/)
   2. **The AE will submit the form, and this will auto generate an email to:**
      1. **The Sales Support Specialist (SSS)**
      2. **Anyone else cc’d on the form**

**(Currently Sr. Director, Solution Sales, S. Cagle)**

* 1. **The AE will confirm / determine whether the Engineering Support Services (ESS) contract will be impacted.**
     1. **If the ESS contract is impacted, the Solution Architect will scope changes and loop in the Client Delivery Manager and other ESS personnel if required.**
     2. **Keeping the ESS Delivery Manager in the loop on all opportunities is positive for sales and delivery business.**
  2. **When the AE finds a product sale opportunity, they should inquire of the client whether a consulting opportunity exists as well. For example they could ask: “Do you need help implementing this or do you already have that covered?”**

1. **SSS –** 
   1. If requested on the Sales Opportunity form, the SSS will put in a Deal Registration with the vendor.
   2. The SSS will create an opportunity in NetSuite and assign an opportunity number. Every opportunity has a number, a unique identifier. This makes it easier for the SA, accounting, and sales support to follow. Invoices and proposals will also have this Number.
   3. They will create an EPIC Folder.
   4. The SSS will create a task for the SA if requested on the Sales Opportunity Form
   5. The AE should request a task when they have 90% of the details the SA initially needs. (Sometimes you will receive this information after the opportunity is created**.**)
2. **AE –** 
   1. **The AE communicates with the vendor representative.**
   2. **They will update them on the opportunity.**
   3. **Then the AE will validate that the Deal Registration will be approved.**
   4. **The AE will negotiate pricing with the vendor as needed.**
   5. **They will maintain communication with the vendor rep. throughout the development of the opportunity.**
3. **SA –** 
   1. The SA will accept the task and due date. (Typically 5 business days from the Client Scoping call.)
   2. They will work with the vendor Sales Engineer on sizing and requirements (if needed.)
   3. They will create a Bill of Materials (BoMs.)
   4. The SA will validate / confirm whether the ESS contract is impacted.
   5. If the contract is impacted, the SA will create an ESS Addendum.
   6. They will forward to the SSS.
   7. They will forward to the AE.
4. **SSS** –

This process will vary slightly depending on the vendor. The process below is typical, but not all vendors will have the same process.

* 1. The SSS will upload the BoM to the vendor portals.
  2. They will get the discount approved (only for vendors with standard discounting.)
  3. **The AE has responsibility for pricing negotiations / approval between iVision and the vendor representative.**
  4. The SSS will get the Cost of Goods Sold (CoGS) from Distribution.
  5. They will create a quote in SELL
  6. **The AE has responsibility for client pricing and should provide direction on margins to the SSS.** 
     1. **Pricing should normally match the pricing protection that the deal registration provides.**

**For example: The vendor Cisco provides 50% off list price for the first company that requests the deal registration. The first company to request the deal registration is typically the one that gets it.**

* + 1. **Deal registration in this instance translates into 8 points of protection. These are discount points that amount to a discount percentage off of the list price. Only one person gets the deal registration. For Cisco, the 8 points of protection equal 50% off list.**
    2. **The competition cannot beat this list price. The AE will receive 50% off list price and the best the competition can do is 42% off list. But if you get this wrong, you can lose the deal. If you, for example, quote the client 45% to keep an additional 5% for iVision, your competitor can come behind you at 46 – 48% and win the deal. They may not make a lot of money, but they will have the benefit of the relationship, the client’s business, and next time around they may get the deal registration.**

* + 1. **It is hard to win a product deal if you don’t have the deal registration.**

* + 1. It is critical that the SSS Team:
       - Know / understand what the deal registration point protection is for each of the individual vendors
         * If the SSS does not know, they should ask the AE.
         * If the AE does not know, they should confirm the correct amount with the vendor.
       - The SSS should start with price protection
       - They should pass that information on to the AE
       - **The AE can then determine whether to go higher or lower**
  1. The SSS will send a Quote Review to the AE.
  2. They will send a Quote Review to the SA.

1. **AE –** 
   1. **The AE will review the quote for:**
      1. **Content**
      2. **Grammar**
      3. **Spelling**
   2. **The AE sets the final pricing:**
      1. **The AE should be engaged at all levels of pricing on the vendor side and will provide margin expectations to the SSS**
   3. **Based on:**
      1. **Deal size**
      2. **Competitive landscape**
      3. **Client needs, etc.**
   4. **The AE will collaborate with the SA or Sales Management to determine if any of the following are needed. (Stephen and Spencer, please confirm.)**
      1. **They will develop supporting documentation**
      2. **They will develop a PPT presentation if necessary.**
      3. **The AE will create a Business Case if necessary.**
      4. **They will forward to:** 
         * **Sr. Directors / Executives**
         * **SSS**
         * **SA**
         * **Finance**
2. **Sr. Directors** – **Sr. Director approval is not generally required on Product quotes.** **If the deal involves a strategic client with very aggressive margins, (Such as in a case where we do not have deal registration protection) only then should you seek Sr. Dir. approval.** 
   1. The Sr. Director will review and approve, if necessary, the:
      1. Special terms
      2. Pricing
      3. Discounts
   2. They will return the Product Quote back to the AE.
3. **SA –** 
   1. The SA will confirm that the Quote Configuration is correct.
   2. They will update:
      1. Supporting documentation
      2. PPT presentation if necessary
      3. Business Case if necessary
   3. The SA will provide feedback to the AE and SSS.
4. **SSS –** 
   1. The SSS will ensure NetSuite is up to date.
   2. They will edit the quote as needed.
   3. They will return the quote to the AE.
5. **AE – Once the quote is finalized:** 
   1. **The AE will forward the quote to the client.**
   2. **They will review the quote with the Client.**
   3. **The AE will oversee all pricing discussions.**
6. **AE or SA**
   1. **The AE will deliver the proposal to the client.**
   2. **They will review technical details with client.**
7. **AE –** 
   1. **If updates are needed, the AE will go back to Step 6.**
   2. **If there are no updates, and the client approves the quote:**
      1. **Forward an Approval Email to the SSS and:**
         * **Send the quote to the client to DocuSign**
         * **Request that the client provide a PO**
      2. **Provide a:**
         * **Shipping address**
         * **End user contact**
         * **AP contact**
         * **Terms**
         * **Special instructions**
         * **Rebates / Sales Program Incentive Fund (SPIF)**
      3. **Communicate the Win with the iVision team (Sr. Director’s, SA, Partners, etc.)**
8. **SSS –** 
   1. The SSS will update pricing in SELL.
   2. They will confirm that the sync to NetSuite is correct.
   3. They will mark the opportunity as Closed Won. (With a signed quote and / or PO number)
   4. The SSS will post all documents to the SharePoint Final Documents Folder.
   5. They will create a Sales Order.
   6. They will confirm that the Purchase Order (PO) is sent.
9. **Renewals Manager –**
   1. The Renewals Manager will input the renewal date.
   2. **What is a renewal:** When a product is sold, a maintenance line item is often sold along with it. When there is a problem with the product and troubleshooting doesn’t solve it, the support agreement allows for:
      1. A technician to resolve the issue or
      2. The defective product will be replaced with a new one
   3. When that agreement expires, it must be renewed to stay in effect. A renewal must be done. This may be a:
      1. Subscription renewal or
      2. Product maintenance and support renewal
   4. Every time a deal is closed, the renewals manager should:
      1. Review the deal to see if a renewal will be due in the future
      2. Create an opportunity in NetSuite. (See Renewal Tab) (The SSS may be able to do this.)
   5. All product deals should:
      1. Have a renewal opportunity created, with the actual expiration date included in the opportunity name
      2. Have a close date 30 days prior to the expiration date
10. **SSS –** 
    1. The SSS will forward the quote to Finance.
11. **Finance –** 
    1. Finance will approve the Sales Order.
    2. They will setup the quote in NetSuite.
    3. They will issue POs
12. **AE** –
    1. **The AE will reply to the client and confirm receipt of the quote.**
13. **SSS –** 
    1. **If there are longer than normal lead times, the SSS may be asked to provide periodic updates to the client.**
    2. The SSS will provide estimated shipping updates to the AE and SA.