

		Phase 1 V	isioning Phase 2 Funct	tional Phase 3	Risk/Cost	
Owner	MKTG	TDG	SAM	SAM	SAM	SAM
Milestones	 Account Identification Define Starting Point Market Awareness Brand Recognition 	Mutual Awareness Agreement to Explore	 Acknowledge Need Sponsor/Influencer Engaged \$ Available Indentified Desired Outcome Articulate targeted "go live" date Articulated buying process or steps 	 Outcome Alignment Process Alignment Solution Alignment Competitive Assessment and displacement 	 Detailed Due Diligence Exec → Exec Alignment Validate JWP 	SelectedAwaiting SignatureClose Plan Agreed To
Activities	PressTrade ShowSeminarsOutbound Mktg.Inbound Mktg.	Cultivating and Qualifying leadsSalesforce.com	 Multi-Level Networking Vision Presentation Requirements Survey 	 Present Corp. Standard PPT's Face-Off Strategy Detailed Survey Generic Demonstrations IT Presentations Corporate Visits 	 3rd Party Validation Present Proposal and License Agreements POC Present services proposal 	 Close Plan Negotiate \$, T&C's Risk Mitigation Procurement Options
Tools	WebsiteAdvertisingTargeted Email CampaignsReferral campaign	 Circle of Leverage Letters Corp Brochures Article Reprints Press Releases Phone Scripts 	Prospect Vision PresentationJWPInitial Survey	 Technical Detailed Survey Case Studies White Papers Product Roadmap Corp Visit Process 	 Implementation Methodology PPT Proposal boilerplate Services Proposal boilerplate Demo/Presentation References 	ContractsImplementation PlanClose Plan letter
Profile	S Suspect	P Prospect	Q Qualified Prospect	C Competing Field	B Selected, Final Due Diligence	A Awaiting Signature
Forecast	0%	0%	25%	50%	75%	90%

