

Sales and Marketing SIG

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Driving Educational Services Sales

- Through the organizational model and culture
- Through the sales force

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Agenda

- History of business model at Kronos
- Tactical recommendations to drive sales
- Focus always wins out – measure what matters
- Q & A



History of business model at Kronos

- Past
- Current



Tactical Recommendations

- Compensation and quota credit for sales force
- Make it really, really easy to sell
 - Dedicated talent in the org model
 - Packaging
 - GTM and quoting strategies
- Embed in sales training culture and curriculum



Tactical Recommendations

- Advertise wins
- Face-time the clients



Conclusion

- Focused effort
- Make it easy
- Make sure sales force is compensated