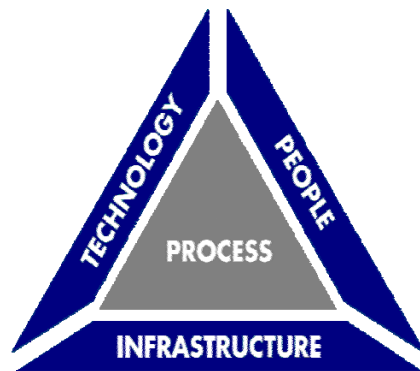




Presents

**Sales
And all the Rest...**



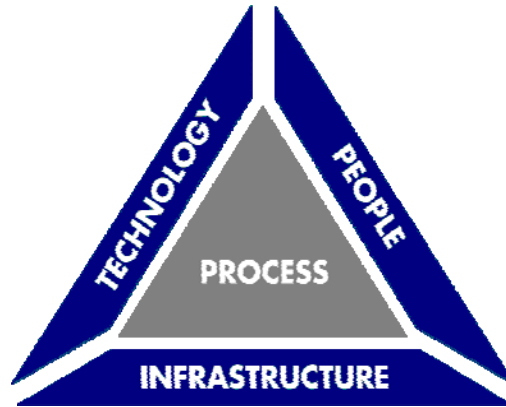
Being Successful in Sales... and all the rest....

Great service starts with committed people! But... not just committed customer service representatives. The entire company has to share the belief that serving customers is fundamental to their success. When this happens:

Group / Organization	Committed To	Resists Temptation To
Product Management	Developing Products that Meet Needs	Follow the Crowd, Develop Meaningless Bells and Whistles
Marketing	Accurately Portraying and Advertising Capabilities	Pitch Future Capabilities
Sales	Matching Solutions to Customer Needs, Walking Away when Appropriate	Make a Quick Sale
Customer Service	Serving Customer and Deliver Results	Placate Customer and Make Excuses
Management	Providing Long Term Value to Customers	Succumb to Short-Term Rewards

Too often customer focus is handed to a customer service team. We've all heard "that's not my problem." But to succeed (and not just survive) the service team must be backed up by products and services that work as designed, sold to people whose expectations are realistic and matched to actual capabilities. Service isn't optional and it is the responsibility of the whole company.

The pivot point for successful companies is to ensure that the culture embraces a holistic approach to serving customers. Cultures that promote the idea that any single department can "save" a company from products that are poorly designed, sold, and implemented are doomed to obscurity and eventual obsolescence.



BTCG is Here for You

At BTCG, LLC, we understand the importance of managing your sourcing initiatives. BTCG, LLC is experienced in providing an objective view and vendor agnostic guidance as a trusted business partner. The correct sourcing choices can dramatically improve your organization's processes, and cost structure.

BTCG benefits include:

- A full-life cycle guide during the entire sourcing change journey
- Improved planning and preparation for sourcing changes
- Comprehensive plan execution
- Risk mitigation techniques
- A combination of Sales and Business expertise
- Effective contract and SLA negotiations on your behalf
- RFP preparation, distribution, response evaluation and vendor selection assistance BTCG, LLC provides the leadership for your sourcing transition program Business case preparation and presentations

Specific services offered by BTCG, LLC include:

- | | |
|-------------------------------|---------------------------------|
| ▪ Sourcing Strategies | ▪ Staffing Strategy Development |
| ▪ Program Management | ▪ Governance Development |
| ▪ Business Case Development | ▪ Contract negotiations |
| ▪ Transition Plan Development | ▪ Vendor management |

As your business requirements change, your strategy should be reviewed and modified. We can help you find the right blend of quality, costs, capabilities, risks, and benefits to make your sourcing initiatives successful.

Contact us today! (920) 836-3456

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