Mytech Opportunity Expectations & Definitions

Opportunity Management Expectations:

In preparation for your weekly one-on-one with your manager, sales professionals at Mytech should have the following details updated as appropriate for accurate planning, forecasting, prioritizing of activities and collaboration with the team. Accurate Opportunity management is critical to effectively managing clients and/or prospects and identifies individual challenge areas for coaching. Opportunity management is crucial to communicate within the sales team for visibility and prioritization of potential revenue, it also helps set the rest of the organization up for success for staffing and revenue planning.

Key variables associated with Opportunity Management:

Close Date:

The close date is used for two purposes:

1) To forecast when the opportunity will close. When forecasting the opportunity, it is recommended that you assign the close date to the last day of the month in which you believe the opportunity will close. Additionally, you should never have an opportunity that is still 'Open' in a previous month – the opportunity status should be Won, Lost, or designated as No Decision, OR the Close Date should be moved forward if the opportunity is still viable.

2) To signify the specific date in which the client approved the proposal/agreement. From an audit and integrity perspective, we always want to note the Close Date of the opportunity with the date of the approval/signature from the client. The Close Date should NOT be assigned on the day we process the Won opportunity, so make sure and check the approval date so the opportunity close date and the approval date match.

Opportunity Types:

Enterprise Practice: This Opportunity Type is for Enterprise Project Team engagements.

M365 Practice: This Opportunity Type is for Microsoft 365 Consulting Practice engagements.

Managed Service: This Opportunity Type is for Managed Services Opportunities – new and renewal.

Project: This Opportunity Type is for any move/add/change project and should be led by the sales representative assigned to the respective client and/or prospect.

Security Practice: This Opportunity Type is for Information Security Assessment & Practice Service engagements.

Strategic Insight & Risk Overview: This Opportunity Type is for the critical milestone in finding NEW Clients when we propose (even if we are not charging for the engagement) our Strategic Insight & Risk Overview (SIRO) process.

Transactional: This Opportunity Type is for use by those in the sales support role for renewal, computer, and other transactional quotes.

Opportunity Stages:

There are six stages in Mytech's sales funnel, and associating opportunities with the correct stage is critical to planning next steps, engaging the correct internal resources, and setting the service team and service management up for success. As the respective opportunity progresses through the sales stages, your ability to have better information for accurate forecasting will improve. For example, the forecasted revenue and potential close date of an opportunity at Stage 1 will be more general, where an opportunity at Stage 3 and 4 should be much more accurate in both revenue AND forecasted close date. Sales Stage definitions are as follows:

1) <u>Opportunity Identified</u> – this stage is at the very early part of the process where you have been exposed to a client or prospect who has a problem they are looking to solve (and that we can part of the solution). At this stage, the forecast revenue will be manually entered, and should be large round numbers. Such as: 10,000 for Service, 20,000 for hardware/software to open a new location next year.

2) <u>Evaluation & Technical Discovery</u> – this stage is applied WHEN we need to engage our technical team to complete an evaluation (prospect) or technical discovery (typically for an existing client) in order to technically understand enough about the respective environment to move to the next stage in the sales cycle.

3) <u>Qualification of Solution & Budget</u> – this stage is one of the most critical stages to our mutual success with a client/prospect. There are always options, features, capabilities, etc. that impact the solution, which also typically impact the investment required to meet the business objective. Working at a high level with clients and prospects to gain alignment of what they want/need with the associated budget for the solution is a 'Do NOT pass Go' moment, unless the client has verbally or in writing approved the solution and budget. It is NOT expected that you as a sales professional complete this stage alone – we fully expect that technical resources be employed to help collaborate and define both the high-level solution and budget.

4) <u>Proposal Generation & Presentation</u> – this stage is comprised of two parts, where the initial completion steps are for the Sales Engineer (SE) to complete the scope of work, along with the equipment/licensing requirements for the solution that has been defined; the second part is the sales professional compiling the proposal, with the appropriate internal approvals and presenting the proposal to the client or prospect. An opportunity does not progress past stage 4 unless, the client/prospect engages after the proposal has been presented.

5) <u>Negotiation</u> – this stage does not necessarily mean price negotiations, this phase is more psychological for the client/prospect - if they have engaged with us after the proposal has been presented, then they are mentally interested in our offer. This stage is often characterized by the client/prospect asking clarifying questions, potentially asking for a concession, or adding something to the scope, or payment terms, etc. Especially with a new prospect, moving into the negotiation stage is a critical indicator to improving the probability of close. However, if a new prospect does NOT engage after the proposal presentation, this is a red flag, as they have most likely entered the negotiation phase with a competitor. With existing clients, it is common that the negotiation phase is skipped as the client approves immediately after the proposal presentation, however a lack of engagement even from an existing client can be a signal that the client is not yet serious about moving forward.

6) <u>Commitment</u> – this stage is assigned to the opportunity after the client/prospect has approved the proposal.

Opportunity Status Definitions:

Open: This is the default status when you create a new opportunity. The opportunity should remain in this status until one of the other status applies due to a decision (or lack of a decision) by the prospect or client.

No Decision: This status is designated due to the client or prospect merely not making or not communicating a decision. This should be used when WE have made the decision to stop pursuing and/or following up on the opportunity.

Lost: This status is used when we have received confirmation from the prospect or client that we are NOT moving forward with an opportunity.

Won: This status is used when a prospect or client have formally approved an opportunity with a signature.

Closed: This status is ALSO a WON status and is not to be used by the sales team as this is the status assigned to an opportunity AFTER the finance team has completed the procurement processing of an opportunity. Do NOT use this status if you have not received an answer from a prospect/client or if the opportunity has been lost.

Campaign Definitions:

The campaign field is primarily filled out by marketing when handing Marketing Qualified Leads (MQL's) to the sales team. The only campaign that is critical for the sales team to add to an opportunity is when you are upgrading/converting an existing client from their current agreement to a new agreement-in this case, please assign the: "**Existing Client –MRR Upgrades**" campaign for proper reporting.

Marketing Used Campaigns: Client Referral; Inbound Call; Marketing Event; MTP Staff/Networking Referral (Non-sales); Networking Ecosystem Partner Referral; Website Lead

Sales Used Campaigns: Existing Client –MRR Upgrades; Sales Driven Lead/Opportunity; Networking Ecosystem Partner Referral

Opportunity Forecast Type Definitions:

ConnectWise limits our ability to customize these forecast types (if we could customize, we would not have "Other" as an option), so we have worked to map the forecast types to the data that is important for our organization to capture, track and report.

Product: This Revenue Forecast Type is for Hardware and Software Revenue, Cost and Gross Margin dollars. Once a formal quote/proposal has been generated, this forecast line is populated by ConnectWise Sell (formerly Quosal)

Service: This Revenue Forecast Type is for Professional/Project Services. Once a formal quote/proposal has been generated, this forecast line is populated by ConnectWise Sell (formerly Quosal)

Agreement: This Revenue Forecast Type is no longer used and should NOT be populated by ConnectWise Sell if a current template is being used.

Managed Service: This Revenue Forecast Type is used for our Managed Services recurring revenue that is being proposed. If current ConnectWise Sell templates are being used, this field will automatically populate when a proposal is linked to the Opportunity.

Other: This Revenue Forecast Type is **manually updated** for tracking the difference between the revenue on the current agreement and a new agreement. Note: the delta should be calculated from the most recent month billing in the agreement tab. This forecast line is not populated by ConnectWise Sell and needs to be **manually updated** upon approval and processing of the Won opportunity.