

Strategy / Value Proposition / Action Planning



Selecting a Competitive Strategy

Criteria	Our Company	Competitors for this Sales Opportunity	
		Competitor #1	Competitor #2
Solution	DC2 2500	Centrex - ProLine 21	Zentrum - SR System 1
Strengths	<ul style="list-style-type: none"> • Proven Technologies, Strong References 	<ul style="list-style-type: none"> • Scalability 	<ul style="list-style-type: none"> • Company size, financial strength
Weaknesses	<ul style="list-style-type: none"> • Premium Price, Small company size 	<ul style="list-style-type: none"> • Poor Execution Reputation 	<ul style="list-style-type: none"> • Not a core focus, support
Strategy	Our Strategy	Probable Strategy of Our Competitors	
	Conduct Reference site visits for credibility	Point out technological advantages	Use senior level contact in TRK for leverage
Our company will win this deal if...		The competition will win this deal if...	
We leverage our recent successes with similar projects effectively		They create concern around our technology	They are successful in using their c-level relationships

Our Value Proposition

Client experience, accelerated time-to-deployment and larger ROI when they use DC2 Technology. The results speak for themselves.

Action Planning

What needs to happen?	When will it happen?	Who will do it?	How will this help?
Get Dave Powers to sponsor a meeting with the CIO	4/17/2009	CD	<input checked="" type="checkbox"/> Strengthen <input type="checkbox"/> Obtain <input type="checkbox"/> Soften
Meet with technical lead to minimize differences	5/19/2009	JO	<input type="checkbox"/> Strengthen <input type="checkbox"/> Obtain <input checked="" type="checkbox"/> Soften
Find out the nature of Zentrum's relationship w CEO	7/10/2009	RH	<input type="checkbox"/> Strengthen <input checked="" type="checkbox"/> Obtain <input type="checkbox"/> Soften
			<input type="checkbox"/> Strengthen <input type="checkbox"/> Obtain <input type="checkbox"/> Soften