

Springboard'35, your trusted ally for your business development in Southern Europe

From strategy to execution. Springboard'35 provides services to accelerate your growth in foreign markets.

WHAT WE DO | our gameplan

Springboard relies on a team of sales executives, each with an accomplished track record in enterprise sales, and in developing reseller channels and alliances in Southern Europe. Our experts take care of your foreign ventures, identifying potential customers and quickly generating sales opportunities. We are a multi-cultural crew that provides you the entrepreneurial know-how to translate your expansion into practical and measurable sales actions.

Our core activities are

- 📍 Market research and feasibility analysis
- 📍 Defining and executing go-to-market strategies
- 📍 Enterprise sales and account management
- 📍 Conducting full sales cycles from lead creation to closure!
- 📍 Partner channel development and partner management
- 📍 Support local tenders
- 📍 Support accreditation of local certifications

Our model offers vendors a low-risk formula to develop short-term revenue while keeping the cost of expansion low

THE SOUTHERN EUROPEAN MARKET

We expand business in the leading Economies in Europe. France, Italy and Spain account for 38% of the total GNP of the European Union with almost 40% of its population.



KEY VERTICALS

-  Telecom & Utilities
-  Banking, Finance & Insurance
-  Publishing & Media
-  Hospitality
-  E-commerce & Retail
-  Health Care
-  Education
-  Government

A TEAM EFFORT

In Springboard35' we work according to a proven methodology. The constantly changing technology landscape and buyers' behavior requires agile sales methodologies. Special teams are assigned to each individual Partner. The essential components for successful and agile business development are: short-term goals and KPI's, flexible strategies (Sprints), daily stand-ups and accountability. Our experience makes us in all modesty tech-savvy's. We learn fast and communicate every step of the sales process with our Tech Partners.



OUR TEAM



KNOWLEDGE TRANSFER AND ONBOARDING



FIRST STEPS AFTER THE TRAINING



WE ACT AS YOUR SALES TEAM



OBJECTIVES



DURATION



REPORTING



SALES METHODOLOGY

TRANSPARENCY IS THE KEY TO A SUCCESSFUL PARTNERSHIP



OUR TEAM

SPRINGBOARD35' works on projects and assignments as a team. Multiple people in SB35, with various backgrounds and different fields of expertise, should be made aware of the solutions of the technology partner we represent. The success of the collaboration will therefore not be limited to the availability and achievements of one person; it will be a team effort. The team consists of the following members:

1st account manager

The SB35 person that will be in contact with the ISV on a very regular basis; questions will be channeled, meetings will be coordinated and reports will be sent through him/her.

2nd account manager

Supporting the key account manager

Sales Director

This person oversees the sales process, verifies that reporting is done at the right moment and in the correct format and assists with large deals. Sales Support employees Helps to obtain background information on leads, provides the necessary input before meetings take place, gathers business intelligence (market developments, developments / changes in a customer organization, define organization structures, pinpoints decision-makers etc)

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KNOWLEDGE TRANSFER AND ONBOARDING

As a first step in our co-operation, SB35 needs to become well acquainted with the offering of EODYNE. The ideal way to get “up to speed” is to organize a training, which normally takes approximately about 4-6 hours, depending on the complexity of the solutions. These sessions are also very useful to define the Value Proposition and go-to-market.

During the training the following topics should be addressed:

- General overview of the partner and its offering,
- Business / commercial aspects:
 - What are the main USP’s?
 - What are the main customer benefits?
 - What value does the customer get when working with the partner, when using its services / solutions)
- What are the main business drivers?
- Who are the main Competitors?
- How does the partner differentiate from its competitors?
- What are the main references which can be mentioned?
- Are there any case studies / testimonials which can be used?
- Pricing structure
- Based on all the above: define a general sales pitch
 - High level overview of the technical aspects which we need to be aware of
 - Business planning
 - Which accounts will be targeted first?
 - What will be the pitch per account / segment?
 - What are the initial plans & time frames? After this training has taken place, SB35 will start its sales activities.



FIRST STEPS AFTER THE TRAINING

Immediately after the training, the sales team engages according to the following steps:

- Compiling the list of prospects,
- Personalizing the approved sales pitch adapted to the local language and segment,
- Check the relevant marketing material to support sales cycles
- Determine when bi-weekly reports will be sent and according to what format
- Obtain approval from the partner on the prospect list, so contact persons can be added and the first activities can be started;
- General goals and KPI’s (which will be defined together with Alaxione) are often.
- Run-time maximum 2 weeks

After this training and the first meetings have taken place, SB35 will be able to manage the sales process more autonomously. Still, for in depth (technical) knowledge, involvement of the partner will be required.

SB35 will take responsibility for identifying the right prospects, setting meetings with these prospects, performing the qualification, obtaining background information and managing the entire sales process. At a certain point during this sales process, the Tech Partner will need to be participate to provide more technical insights and in order to establish trust and confidence with the prospect. This can be done by organizing conference calls, web sessions and on-site meetings. However, the management of the sales process will be SB35’ responsibility and all commercial discussions, including closure, can be executed by SB35.



WE ACT AS YOUR SALES TEAM

SB35 is an extension of the partner's sales force and operates as an integrated department of its organization and procedures. SB35 represents the brand and is the primary point of contact for the appointed region, virtually creating a local representation office for the vendor. SB35 is a sales BPO but always works under the partner's name and on his behalf.



SALES METHODOLOGY

In our sales approach, the following steps will be taken:

1 – Shortlist the companies that will be contacted

In order to be as effective and efficient as possible, SB35 will determine if the company meets the criteria that matches the profile of a typical sweet-spot customer. This profile shall be compiled in close contact & collaboration with the partner as the most relevant part of the go-to-market strategy.

Also, during this initial stage we will already verify if there are any ongoing tenders / RFP processes that could be relevant which SB35 or the partner are aware of and which we need to act on immediately.

2 – Determine how each of the companies on the list will be approached

This is a very important phase in the sales cycle, which needs extensive preparation and attention. During this phase, we will determine an approach per company. Based on our background knowledge of the industry and the specific prospect and based on our insights with regards to the personal challenges of the relevant people within the organization, we will determine a prospect specific attack plan.

3 – Introduce the partner's solutions to the companies that are short-listed and start up sales cycles

This phase includes activities such as presentations to the various relevant departments and discussions about the technical and commercial feasibility.

4 – Create and agree upon Mutual Work Document

If agreement is reached with the prospect customer on the scope of the project, a Mutual Work Document (e.g. a LOI, NDA's or MoU) may be signed. A trial or POC as described hereunder may be part of this document as well. It is important to discuss these procedures prior to a commercial launch and see if the proper documentation is present and suitable for the new market.

5 – Start up trials & delivery of final proposal

Trials are an essential part to support the proper landing of new solutions in a new market. Sometimes organizations will want to start with a small-scale project, to "test" the capabilities of a solutions, given the strategic nature of the offering and its impact in an organization. If such a test goes well, a larger scale project will be initiated. Proceeding a commercial launch, it is important to see what test and PoC facilities the partner has and what resources they can allocate to support potential test phases.

6 – Define potential customer satisfaction tracks or post-sales management

SB35' work is not finished when a project has been started or a proposal has been provided. Also, in the final stages of a sales process, SB35 actively manages the account relationship, being a conductor throughout the entire process. The objective is always to establish a long-term, mutually beneficial relationship with the customer. This may result in up-selling opportunities or obtaining reference cases.

7 – Channel development and channel management

Optionally and in case the partner contracts SB35 for channel development, SB35 will also secure that the local partner is ready to start, and channel programs are correctly applied. In most cases we define joint-selling opportunities to make sure the partner receives the necessary sales support for the initial lead generation.



REPORTING

Separately from the everyday contact with the partner, SB35 sends on bi-weekly basis a detailed activity report including the status and progress of the various accounts we are managing. Our standard reporting contains the following details:

Note: Optionally, account progress can be reported directly into the partner's CRM

- Company
- Contacts
- Status
- Next step
- Date last contact
- Expected \$ amount
- Probability to close (%)
- Expected closing date
- Additional information



DURATION

Naturally, the objective is to establish a long term, mutually beneficial relationship between our companies. However, in order to provide minimum risk and maximum flexibility to all parties involved, the intended relationship between SB35 and the partner can be discontinued at any time, against 45-days notice.



OBJECTIVES

Targets and key performance indicators are defined together with the partner, prior to engaging the partnership. Rule of thumb, still depending on the conversion of solutions, after 6 months from the starting date of the collaboration we expect the funnel to be sufficiently large to forecast a steady revenue stream for the partner.

For any further questions or doubts, please don't hesitate to contact us

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