



**BUSINESS IMPACT
PREPARED FOR ACME,
INC.**

(Their Logo)



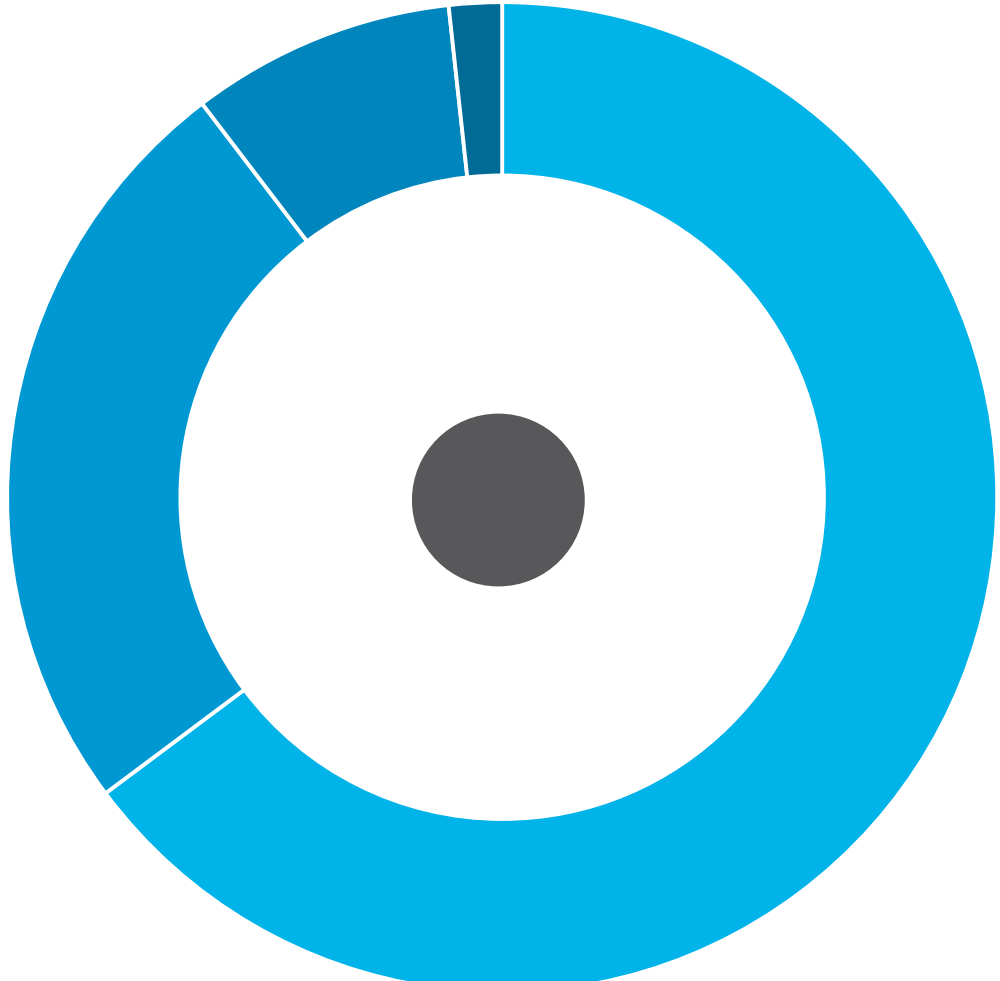
BUSINESS IMPACT
ESTIMATE FOR ACME,
INC.

Your logo here!



POTENTIAL RETURNS FOR ACME, INC.

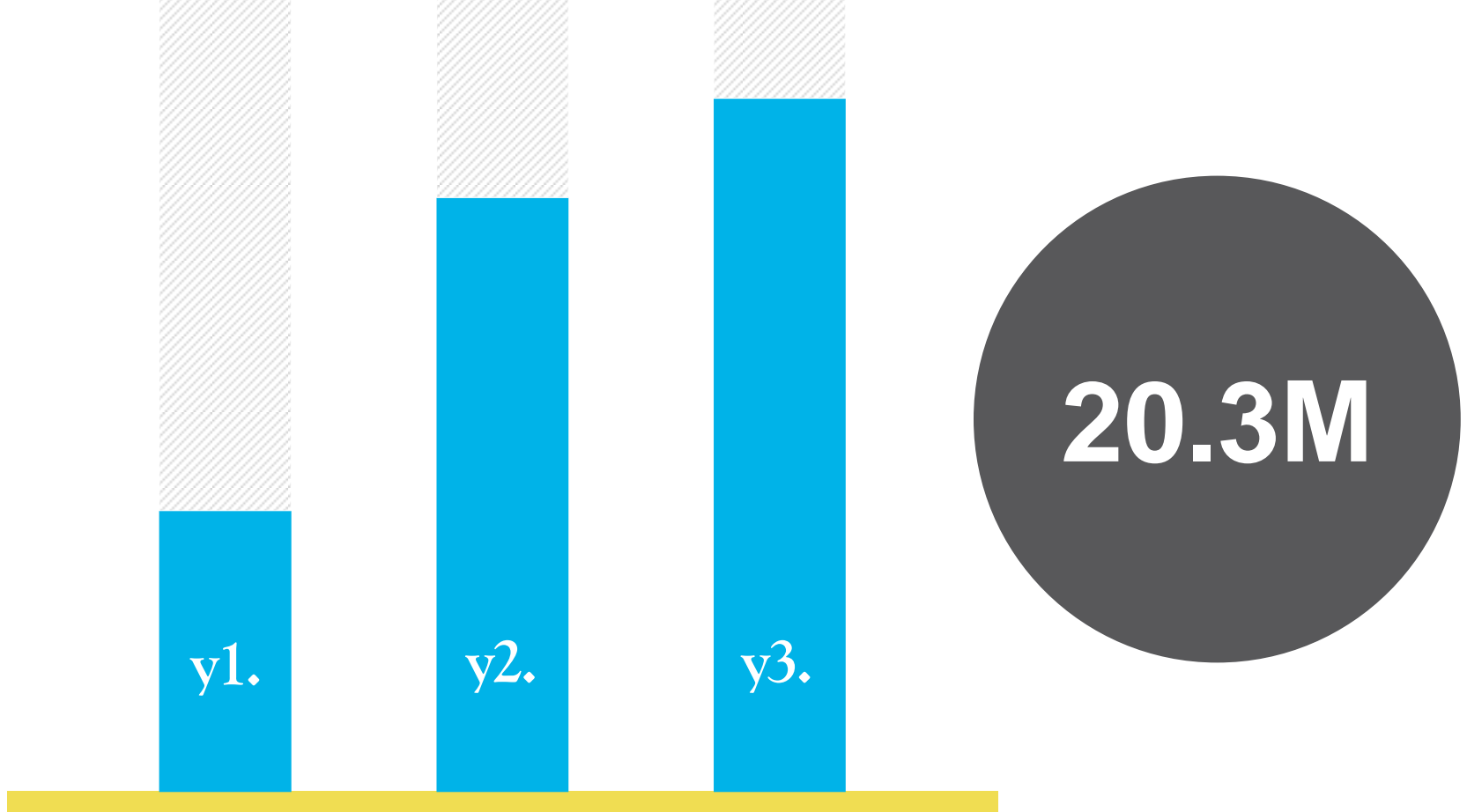
Year 1 Benefit Mix



- Deal Effectiveness
- Deal Velocity
- Minimize Mistakes
- Ramp-Up Times

Net Benefits

Projected benefits over 3 years which can be achieved by ACME, Inc. using metrics and assumptions from industry sources and other Membrain customers.





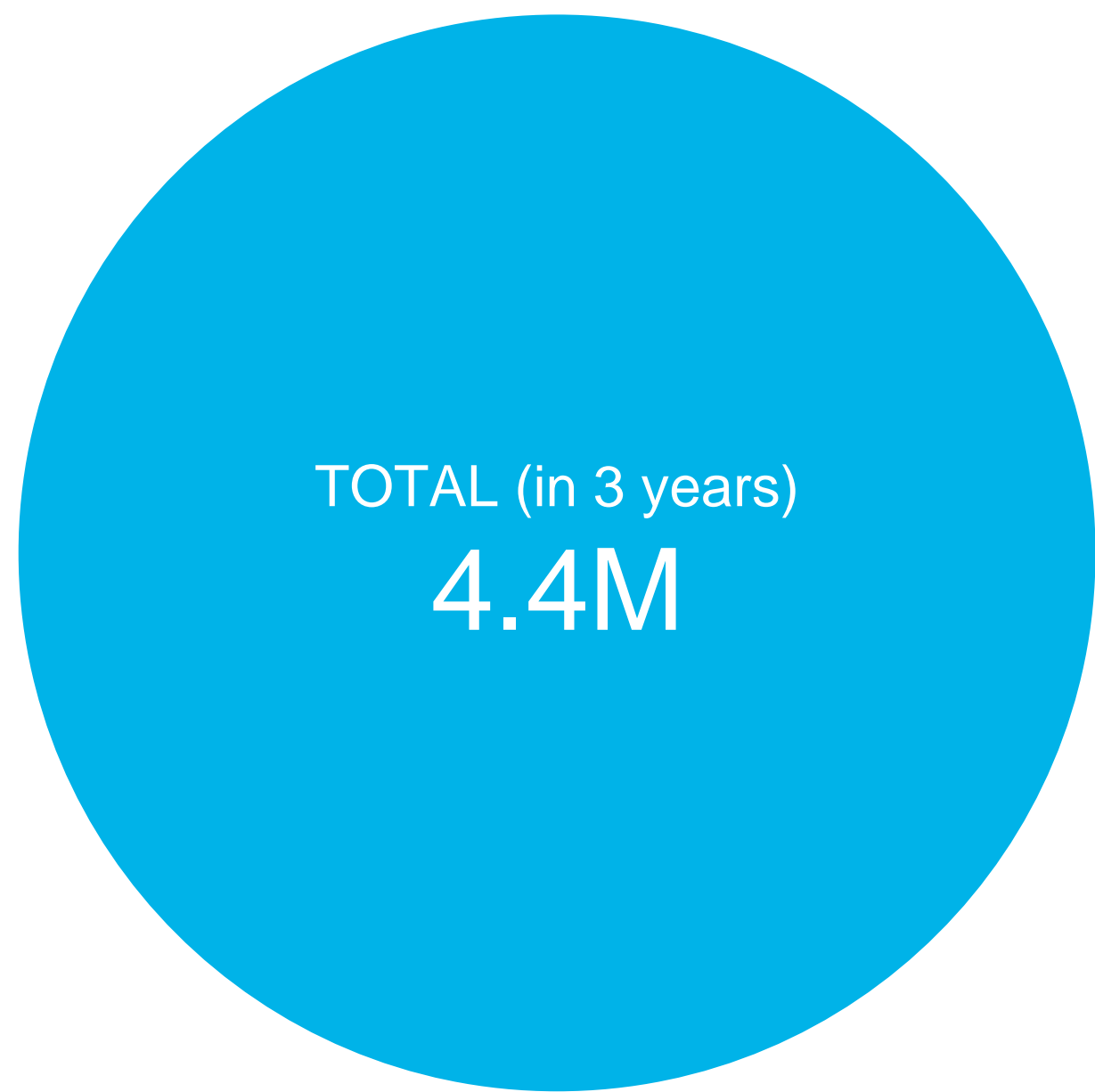
PREVENT DEALS FROM FALLING THROUGH CRACKS

With better organization and visibility there is less risk of deal falling through the cracks that would have otherwise closed if worked properly.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Prevent Deals From Falling through Cracks ¹	625K	1.3M	2.5M

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3

-  Sales Rep FTEs x 100
-  Typical Improvement x 1
-  Average Deal Size 25,000






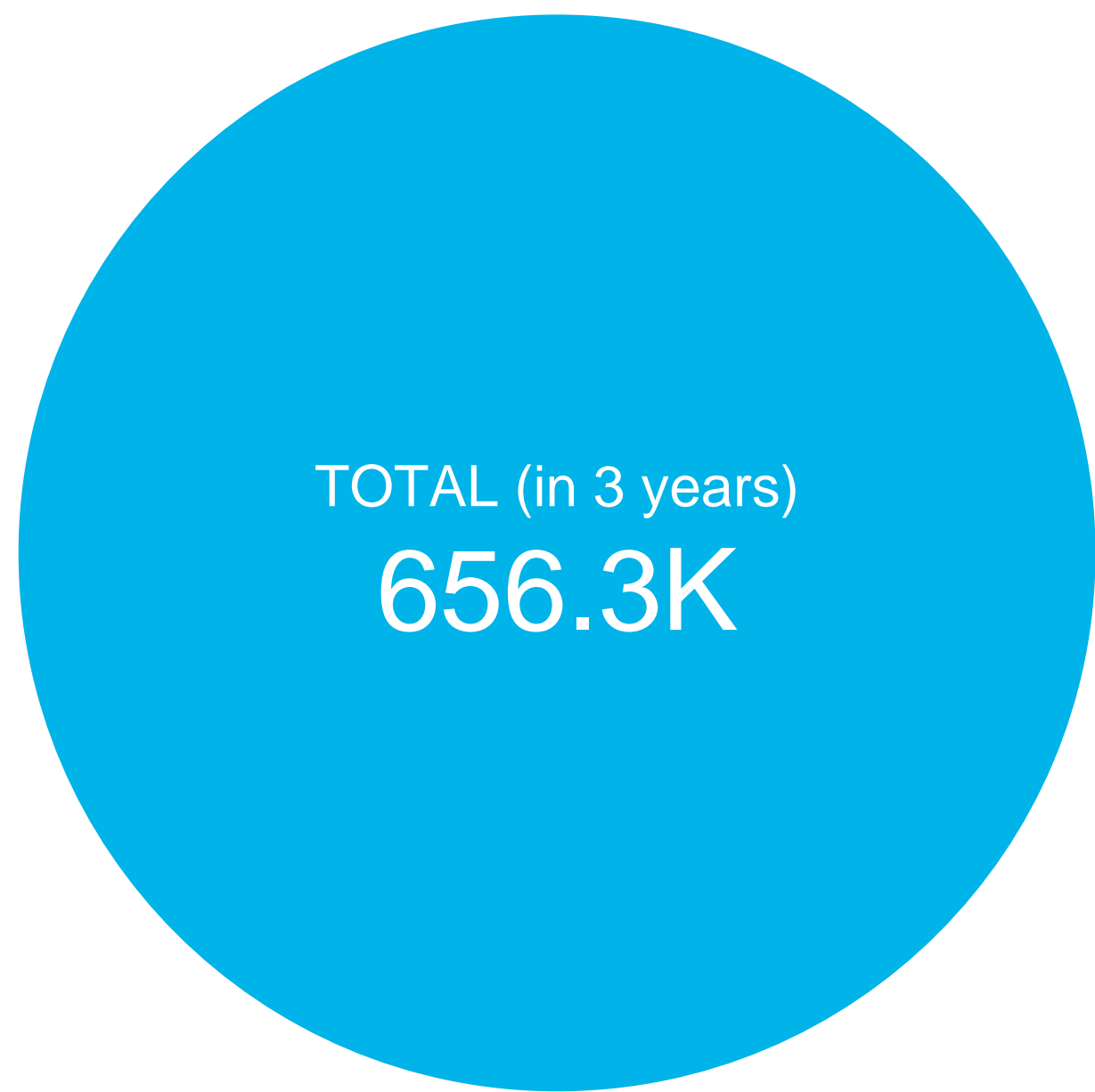
REDUCE FAILED RAMP-UPS

By visualizing your sales process and effectively enabling new salespeople, less new hires will have to be let go.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Reduce Failed Ramp-Ups ¹	93.8K	187.5K	375K

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3

-  Sales Rep FTEs - New **x 20**
-  Typical Improvement **x 25 %**
-  Total Cost per New Rep Churned (Lost Sales + Cost of Turnover) **75,000**






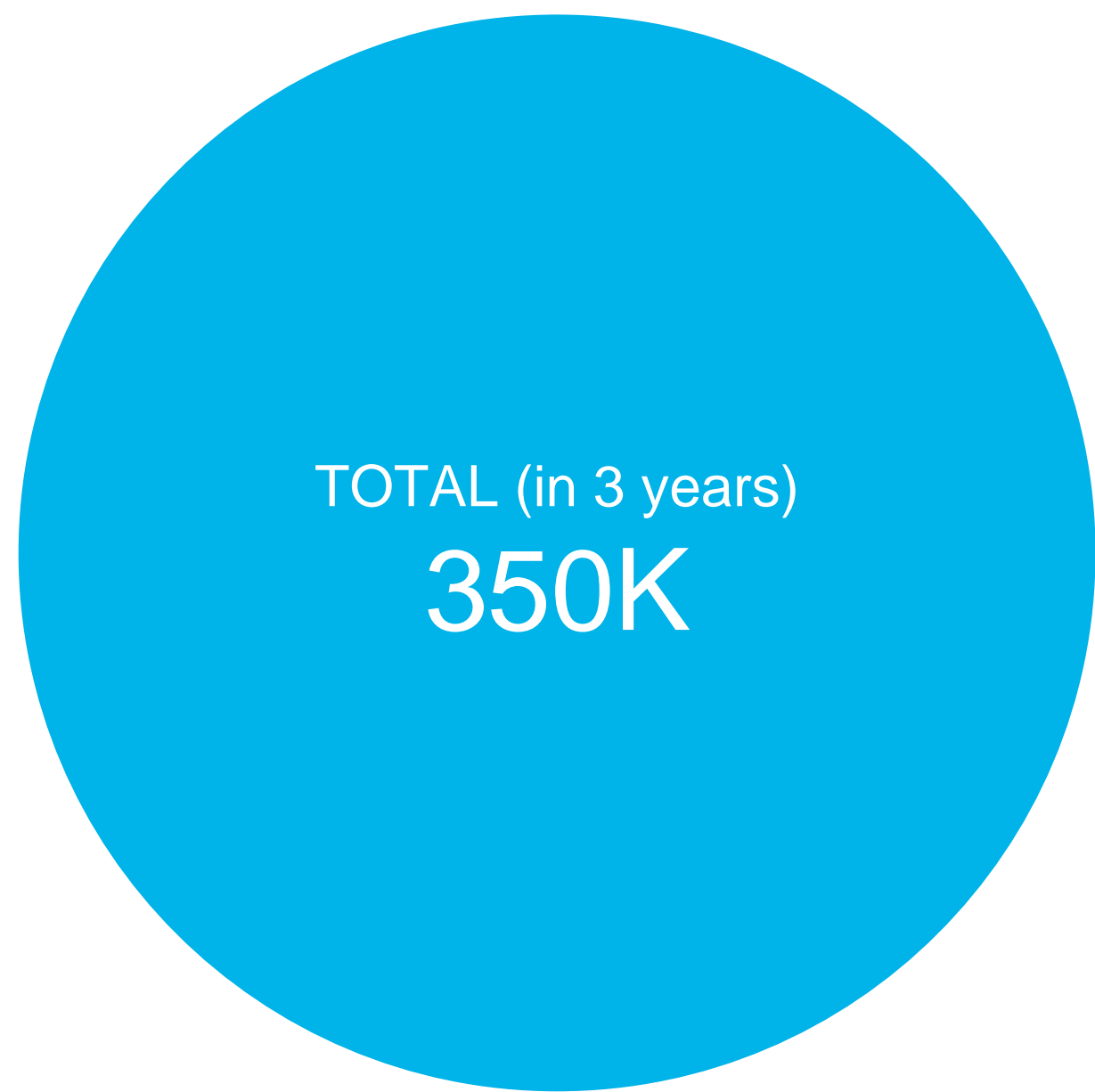
SPEED UP NEW SALESPERSON TIME TO PRODUCTIVITY

Training new salespeople more effectively and ensuring the execution of best practices will lead to less onboarding time. New hires will start earning revenues faster and perform better.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Speed Up New Salesperson Time to Productivity ¹	50K	100K	200K

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3

-  Sales Rep FTEs - New **x 20**
-  Typical Improvement **x 1 Mos**
-  Quota - New Rep per Month **10,000**






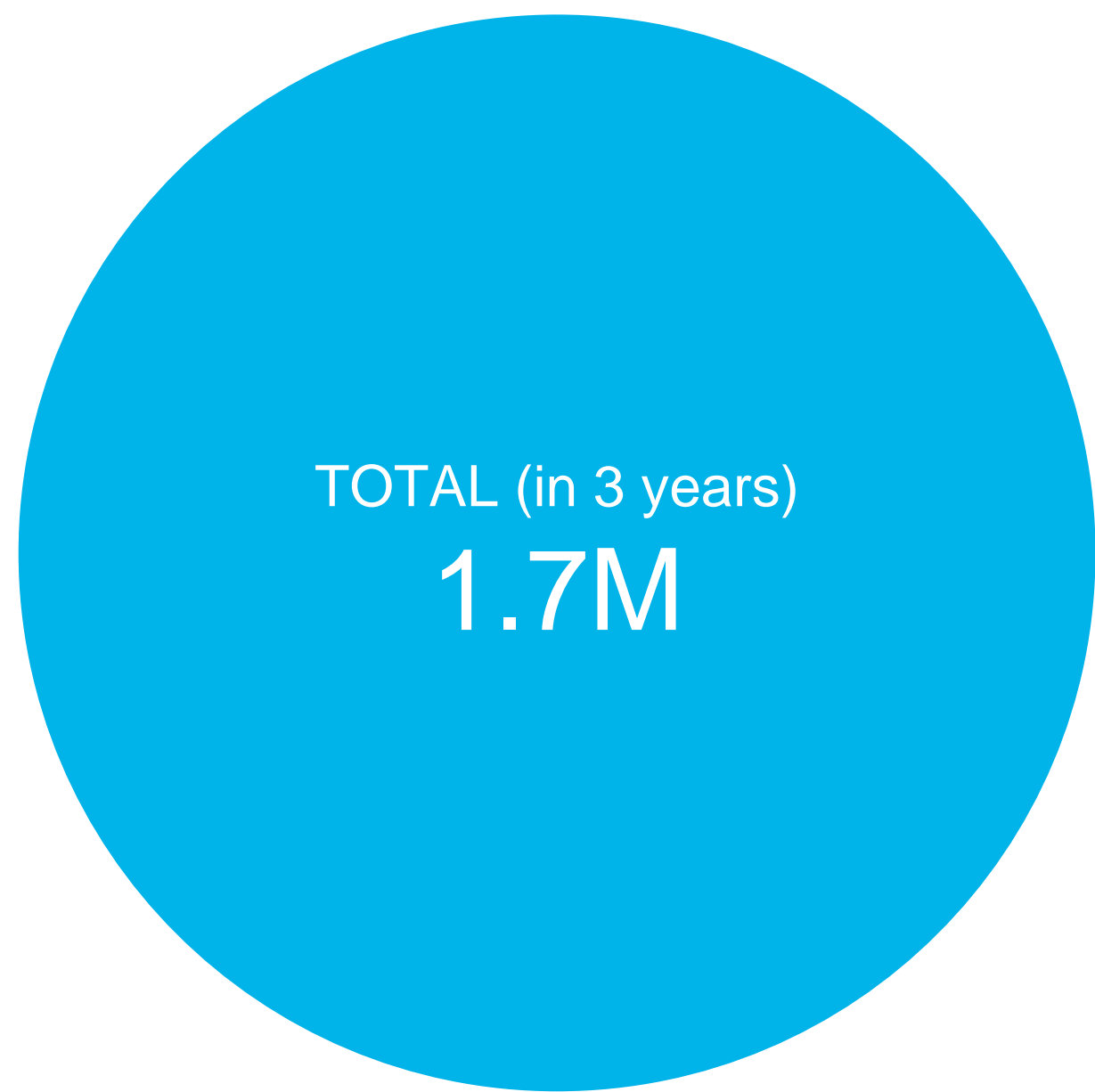
REDUCE SALES CYCLE TIME

With reduced sales cycles, salespeople can move on to the next deal. This allows them to win more deals in a given year, with associated revenue gains.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Reduce Sales Cycle Time ¹	250K	500K	1000K

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3

-  Deals per Year **x 2,000**
-  Typical Improvement **x 2 %**
-  Average Deal Size **25,000**






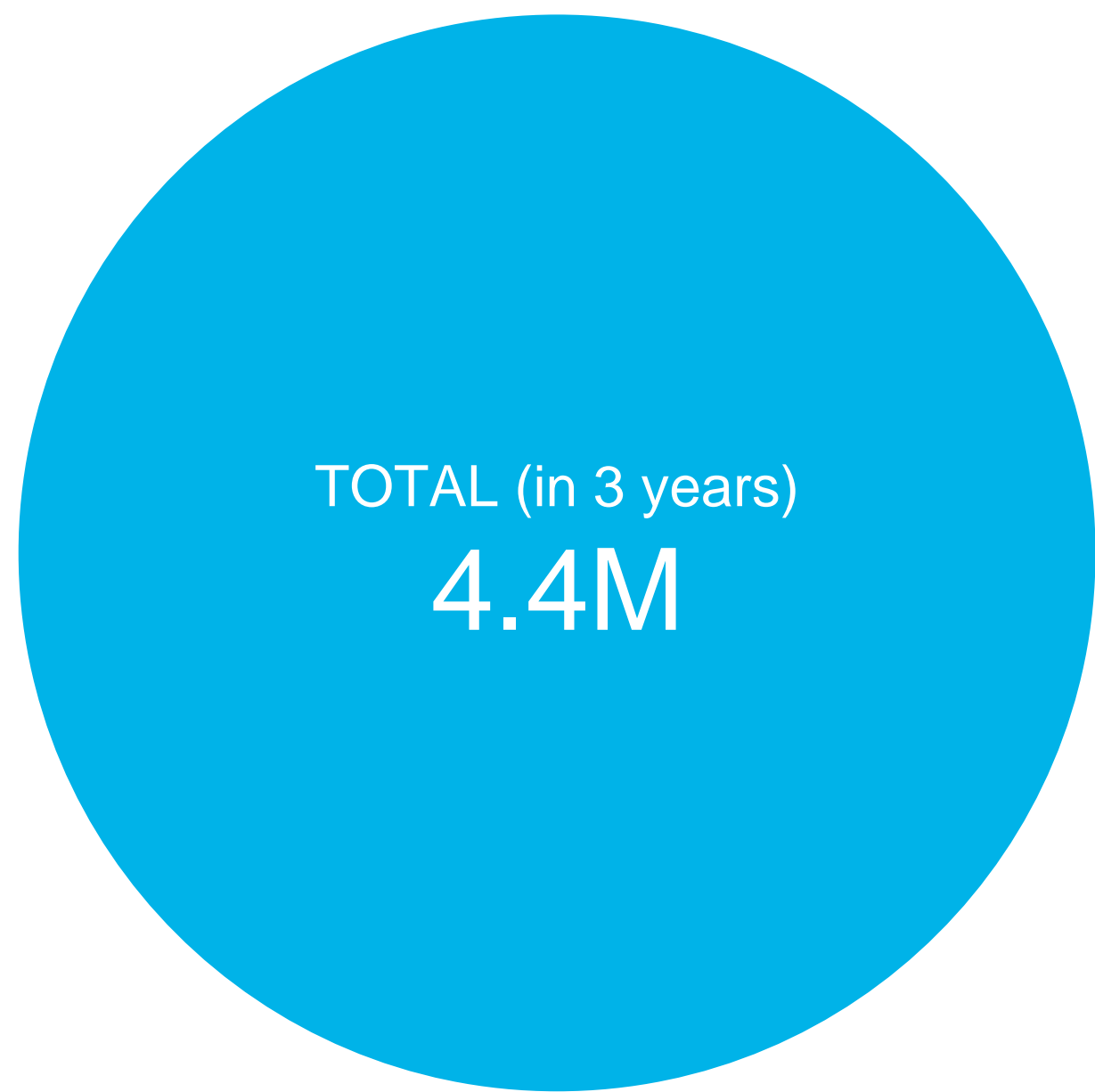
INCREASE AVERAGE DEAL SIZE

By qualifying leads and opportunities better, sharing best-practices and coaching your salespeople, average deal sizes will increase, as will topline revenue.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Increase Average Deal Size ¹	625K	1.3M	2.5M

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3

-  Deals per Year **x 2,000**
-  Typical Improvement **x 5 %**
-  Average Deal Size **25,000**



INCREASE WIN RATE

By combining sales process, methodology and coaching in a structured system, salespeople will prevent mistakes and execute your sales strategy in a disciplined manner. This will have a positive impact on your win rates, leading to increased revenues.

BENEFIT	YEAR 1	YEAR 2	YEAR 3
Increase Win Rate ¹	1.3M	2.5M	5M

1) These benefits are estimated to be reached with 25% in year 1, 50% in year 2, and 100% in year 3



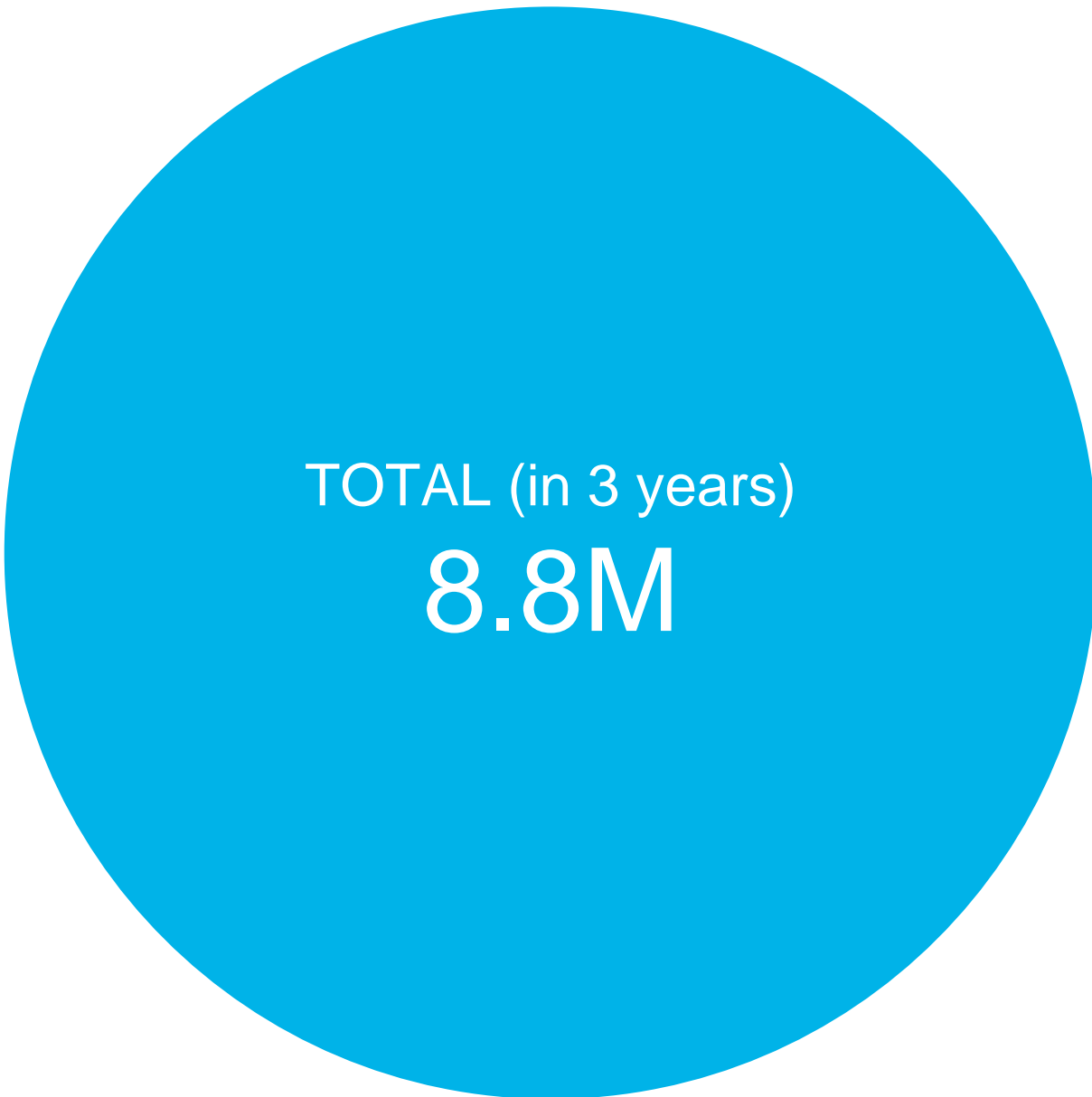
Deals per Year x 2,000



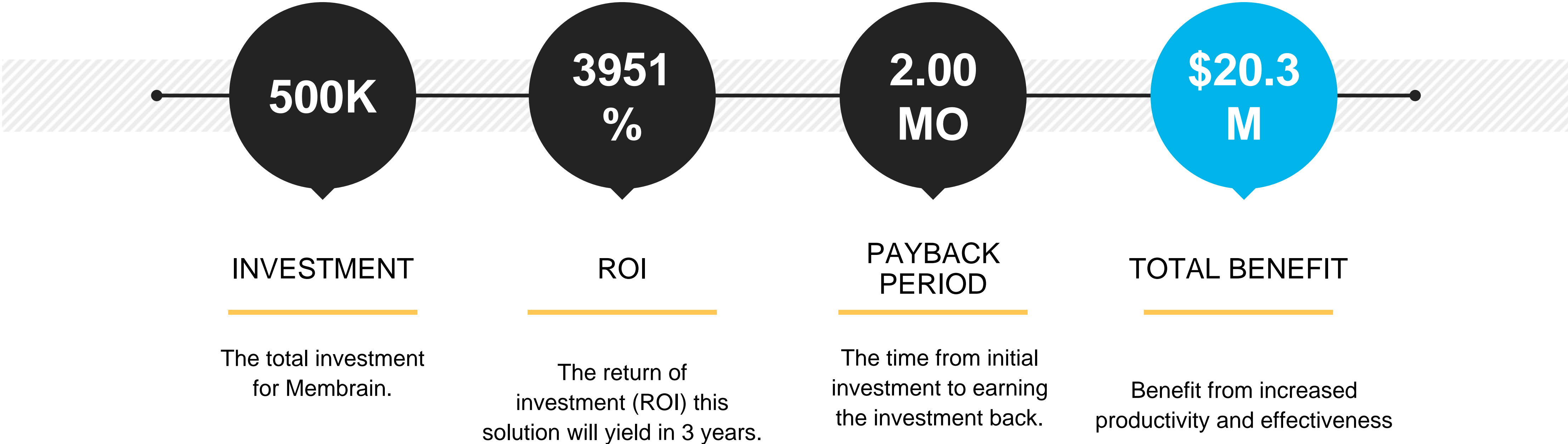
Typical Improvement x 10 %



Average Deal Size 25,000



3 YEAR FINANCIAL IMPACT FOR ACME, INC.



ASSUMPTIONS AND ESTIMATES

These numbers have been used for calculating the value benefits.

Deals per Year	2,000
Sales Rep FTEs	100
Sales Rep FTEs - New	20

