

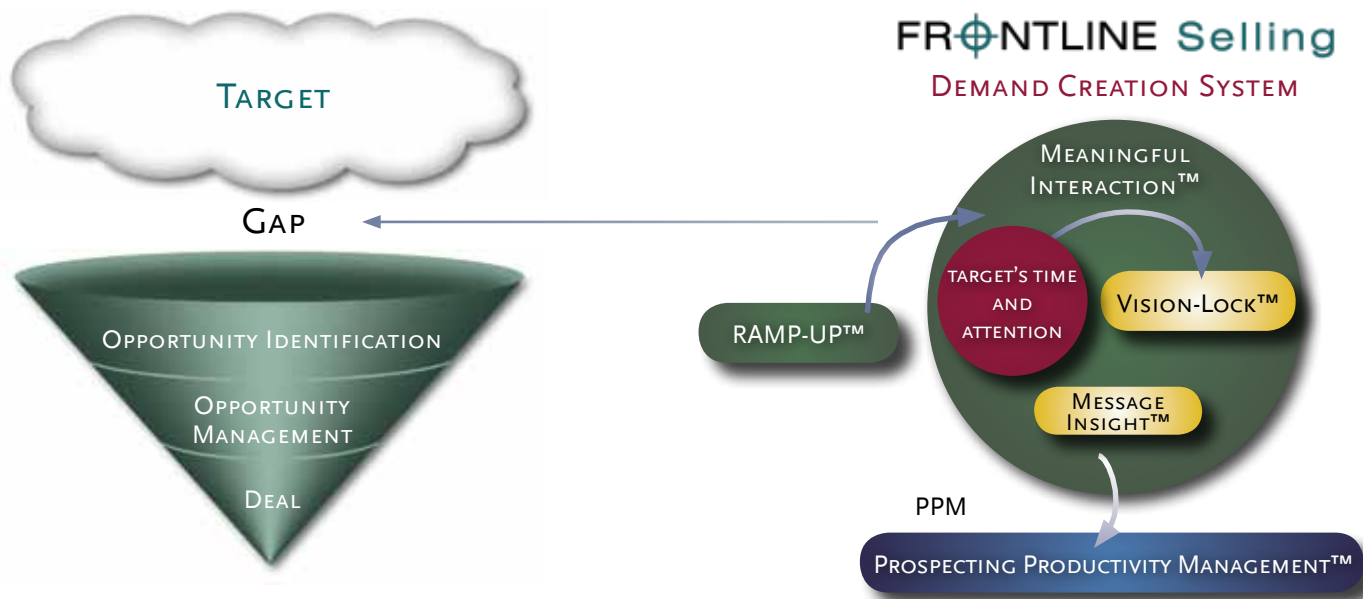
FRONTLINE SELLING

IDENTIFY, ACCESS & ENGAGE

SOLUTIONS
AT THE INTERSECTION
OF SALES
AND MARKETING



FRONTLINE Selling helps companies become more effective at creating demand by filling the gap between marketing suspects and identification of new sales opportunities. Our Comprehensive and Repeatable Demand Creation Process consists of a strategic Vision-Lock™ Selling approach providing structure, metrics and a common language around your demand creation activities. To support Vision-Lock™, we have developed and utilize our own tactical methodology (RAMP-UP™) for execution. The result is a repeatable and measurable sales process transforming your sales people into highly leveraged communicators of your value offering.



Creating a message is easy. Validating it is a lot tougher.

Embedded in our Repeatable Demand Creation process is a proven method for reverse engineering your messaging and value proposition into a format that is guaranteed to resonate with your target market / audience. Once created, that message is tested and validated by us in live scenarios with real prospects.

Access = RAMP-UP™

RAMP-UP™

RAMP-UP™ (Repeatable and Measurable Process for Upgrading Pipelines) is our proprietary methodology for creating highly-leveraged Meaningful Interactions (MI's). It secures the time and attention of senior executives for your sales team while providing quantifiable results which can be measured by sales management and your marketing department. An MI is a focused conversation with a targeted key player who expects you to discuss your value proposition and how it can impact his or her business pains and/or initiatives.

Visibility = Message Insight™

Message Insight™

You likely have invested heavily in creating your company's value proposition and training your sales teams to deliver it persuasively. FRONTLINE Selling's Message Insight™ provides a unique opportunity for you to optimize these expenditures and resulting prospect interactions by providing a mechanism and process for you to capture detailed and direct feedback on how well your message is being delivered and received by your targeted, key player prospects. We capture data on buyer pains and their response to your message, sales rep delivery of your organization's value proposition and we assess your competition. We perform analyses that yield scores on: message strength, message interest, message differentiation, and message delivery by the sales team. The process begins with validation of your message in live scenarios with real prospects during RAMP-UP™. The process ends with the delivery of the Demand Creation Insight Report™ that contains strategic and actionable insights that positively impact and accelerate your sales pipeline.

Execution = Vision-Lock™

Vision-Lock™

To capitalize on the forum created by RAMP-UP™, FRONTLINE has developed Vision-Lock™. Vision-Lock™ is a pro-active selling approach designed to connect the demand creation process to your middle-of-the-funnel, strategic selling methodology. The objective of Vision-Lock™ is to build credibility with targeted key executives and connect your value proposition to their business requirements, initiatives, issues and/or pains. The goal is to create a shared vision and garner the sponsorship necessary for success in any enterprise level deal. Accomplishing Vision-Lock™ puts Account Executives in the unique and enviable position of shaping the solution criteria to tilt and tilting the competitive landscape in their favor.

Technology = Prospecting Productivity Management™

Prospecting Productivity Management™ (PPM) and PPM for AppExchange

The PPM system is fully optimized to our RAMP-UP™ methodology. Inside, outside and channel sales teams are able to leverage PPM's proprietary algorithms to prioritize follow up activities and create more Meaningful Interactions (MI's) in less time. In addition to reinforcing demand creation best practices, users love this 100% web-based system because of its' ultra-streamlined data input and interoperability with popular desktop tools. Management gains greater visibility into activity details that can be used to drive adoption of best practices, key performance indicators and opportunities for remediation and performance enhancement. PPM for AppExchange brings this same functionality to Salesforce.com as a native plug-in for Salesforce users.

Outsource Provider

FRONTLINE utilizes our RAMP-UP™ methodology to identify targeted individuals and secure their time and attention on behalf of your Account Executives. FRONTLINE's Demand Creation Executives will facilitate all logistics for Meaningful Interactions and set the expectation that your Account Executive will be the subject matter expert leading the sales effort. This approach elevates your Account Executive to a position of power and gives them the chance to leverage their ample strategic selling skills to manage and execute the campaigns.

Advanced Prospecting Skills Workshop Training

The Advanced Prospecting Skills Workshop (APSW) is a one and a half day, interactive workshop designed to teach inside, outside and channel sales teams the skills necessary to engage with their target audience consistently, repeatedly and frequently enough to create new qualified sales campaigns. The workshop outlines a structure for capitalizing on time spent on prospecting activities and provides quantifiable metrics to track results. Each participant receives a workbook with classroom materials and reference guide for future reinforcement along with a tailored Prospecting Playbook that includes prospecting strategy along with validated tactical execution material such as call scripts and e-mail collateral.

On Demand Application

With PPM On Demand and PPM for AppExchange users of all levels can increase their prospecting effectiveness with these simple, streamlined applications that dramatically increase prospecting outcomes. With its' built-in algorithms to prioritize prospecting activities users are able to leverage FRONTLINE's RAMP-UP™ methodology to engage higher and more strategically within targeted accounts. Enterprises leveraging PPM turn the "black hole" of demand generation into a productive, visible and effective process.

The FRONTLINE Selling approach has a proven track record that will:

- Generate real sales opportunities within 90 days
- Maximize return on sales assets by leveraging the time and talent of your Account Executives
- Create impact for the company
- Help you better understand, position and target your value proposition

"FRONTLINE training has become our internal standard for pipeline development. In one year FRONTLINE Selling has helped BEA grow total sales activity by a factor of 3 from the previous year."

Dan Burg,
Worldwide Sales Enablement, BEA



"I am normally very reluctant to hold these types of sessions, but in this case it was fantastic!! Definitely one of the best sessions I have ever held."

Michael Gray,
Executive VP of Sales,
Champion Solutions Group



"You could not get a more perfect Prospect in front of me. This could easily be a \$2M deal. It would have taken me 3 weeks just to find this person, then good luck if I could schedule a meeting with him—Thanks!"

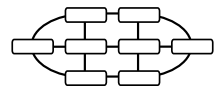
Douglas Hall,
Account Executive,
ORACLE



"FRONTLINE Selling is an excellent complement to our world class Opportunity Management solutions. The RAMP-UP™ methodology and Prospecting Productivity Management™ tool focuses on C-Level access and is extremely well thought out. It's a practical and a common sense approach to Demand Creation"

Rick Page,
Founder and CEO,
The Complex Sale

THE COMPLEX SALE, INC.



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