



Stakeholder Analysis & Technology Audit

For many organizations, misaligned stakeholders and the lack of clarity around sales technology infrastructure equate to millions in wasted yearly revenue. Often without even realizing it, many businesses experience poor ROI on sales technology due to...

- Overwhelming data on available sales technologies
- Overlapping and unintegrated sales technologies
- Sales process gaps
- Misaligned stakeholders

As these sales' technology gaps widen, the problem continues to grow rapidly.

To combat these challenges, executives require a well-defined system to identify and to align stakeholders and to clearly define their ROI gaps. That's why we developed our stakeholder analysis.

Our stakeholder analysis helps you assess the following:

- Identification. (Who are the stakeholders? Who's affected by the integration of this technology? Who have you not considered?)
- Buy-in. (What's the interest level and willingness of these affected stakeholders?)
- Prioritization. (Which people and organizations will be affected by the work we will do?)
- Understanding. (What is important to your stakeholders? What are their goals? What keeps them up at night?)
- Support. (What are the supporting resources and data to justify a decision?)

It is our mission to reduce potential negative impacts and to manage stakeholders throughout the development of a strategic technology road map.

Our technology audit assesses whether the technology currently within each of the stakeholder departments meets the stated organizational objectives. We ensure there is no overlapping software, which minimizes the chance of poor ROI, low value, and business risk.

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Sales Technology Selection Strategy

Are you overwhelmed by the vast amount of sale technology options in the market? Are you feeling the increasing demand on your business to incorporate new sales tech in order to effectively drive growth? You're not alone.

Many businesses today struggle with creating an effective sales technology strategy and selection process. The result? Low adoption rates and poor ROI. Companies lose millions every year because of their sales tech solutions...and most don't even know it. This happens throughout the market, and the problem is escalating every year.

A number of years ago we recognized this issue, and we saw it was a large financial burden on enterprise and midmarket organizations. Determined to fix it, we developed our unique sales technology selection strategy and framework.

Our sales technology selection strategy follows a proven framework that reduces the complication of identifying and selecting sales technologies and minimizes the resources required to support their successful integration and employee onboarding.

Supported by the results of our stakeholder and technology audit, we evaluate the capabilities of both the individual seller and the organization to utilize these resources. These insights provide a deep understanding of an organization's ability to support their teams through content and coaching and a rep's ability to understand and utilize the technology being considered.

From there, we compare capability levels with the existing technology gaps, simultaneously aligning technology that best matches your ability to the right solution, ensuring the greatest return on your investment.

With an understanding of which tech will move the needle the most for an organization, as well as your ability to utilize those solutions, we then provide the questions you need to ask yourself and the potential vendors. The answers to these questions ensure we have identified the resources that best align to your priorities and process.

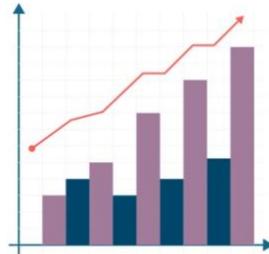
Vendor meeting moderation is also available for a fee. Instead of you coordinating and managing vendor engagements, we represent your organization and manage all aspects of RFP development, coordination, and scheduling between the vendor community, Vendor Neutral, and your team.

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Multiyear Sales Technology Strategy

Many enterprise and midmarket businesses are dealing with rapid changes within their organizations, as well as ongoing requirements to effectively manage and to adopt existing and new sales technology. If these businesses expect a strong ROI, a scalable and consistent sales technology strategy is vital. Without this, business sales technology challenges persist, such as low adoption rates, poor ROI, misaligned departments and stakeholders, and the inability to consistently accelerate growth.

These challenges are prevalent—and growing rapidly—and businesses have asked us to address this. This is why we decided to scale our sales technology strategy into a multiyear solution.

A sales technology strategy is foundational to effectively selecting, integrating, and adopting new and existing sales technology. Without a well-defined and frequently updated yearly strategy, your ongoing sales technology adoption process and ROI are both at risk.

Following any consulting engagement between your organization and Vendor Neutral, we maintain an ongoing understanding of your infrastructure so we can support any potential future sales technology or training initiatives.

If your sales technology road map requires multiple solutions to be evaluated and integrated over time, we are also able to provide our services at a reduced rate for an annual or multiyear agreement to support your ongoing selection and evaluation needs.

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Sales Technology Vendor Moderation

One of the biggest challenges our clients face with sales technology is identifying and selecting the best sales technology based on their requirements and capabilities. With so many sales technology and training solutions available, how do you know you're selecting the right solutions for your organizational needs?

Through our unique sales technology selection process, we clearly define the solutions that best meet your individual organizational requirements and stakeholders needs. From there, we implement our well-coordinated and guided process, working on your behalf with the defined vendors. We represent your organization and manage all aspects of RFP development, coordination, and scheduling between the vendor community, Vendor Neutral, and your team.

This moderation process provides you with a trusted partner. With us, you know you have someone in your corner who's offering unbiased opinions that best serve your interests. Neutrality is the foundation on which our company was built, and our sole focus remains providing clarity and objective, reliable recommendations to our clients.

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Sales Technology ROI Workshop

Many organizations we engage with have already made significant investments into sales and marketing technologies. Depending on the size of the organization and the customer-facing staff, this could easily exceed millions of dollars in annual subscription costs.

Many of these organizations, however, don't have a process or system to effectively measure their sales technology ROI. In many cases, these companies lose millions every year because of unused, misused, or ineffectively used sales tech solutions, and without adequate tracking, most aren't even aware of the magnitude of the problem. Companies starting out with sales technology solutions can fall into this ROI trap particularly quickly.

This is an escalating problem for enterprise and midmarket organizations, and we recognized there was no effective solution. That's why we developed the sales technology ROI workshop—a personalized educational framework that identifies your gaps in sales tech and any ROI-related issue and challenges specific to your company.

Through this workshop, we identify what category(s) of solution will make the greatest positive impact for your organization, and we then develop and clearly define the real and potential value for the existing or prospective tech.

When using any technological solution, we know ROI is not solely defined by the number of leads generated or business deals closed. Our workshop accounts for all relevant factors, including costs associated with onboarding, training, turnover, tasks, administration, and more.

Our ROI workshop is not only meant for those who have already made this investment but those who are considering the real costs associated with the integration and onboarding of new technology.

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Onboarding & Integration Program

Most organizations today fail at sales technology adoption, costing them time, valuable resources, and potentially millions in revenue. This problem is particularly prevalent in enterprise and midmarket organizations in the B2B arena.

We have identified these common challenges as the root causes behind problematic adoption and integration of sales technology:

- Lack of senior management awareness
- Employees' skill gaps
- Organizational culture
- Cost and risk
- Issues of complexity
- Inadequate infrastructure

With years of experience in the sales technology selection and adoption process, Vendor Neutral recognized more needed to be done to solve these major organizational challenges. That's why we have created our sales technology onboarding and integration program. As valuable as our sales technology identification selection resources and sales technology strategies are, we know an integrated system is the next step to fully gaining adoption for your sales technologies.

Vendor Neutral's sales technology identification selection resources are now supported by a certified and integrated network of tech integration, sales training, and process improvement partners.

We learned very quickly that successful sales technology integration cannot occur at the enterprise level without the support of these resources. Without a plan for communication, onboarding, training, coaching, and support, technology will sit on the shelf and not be utilized.

Every resource we integrate into your sales technology strategy will align with your process and priorities so as to bring real value. Each is designed to accelerate your success and to help you achieve the greatest ROI possible.

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About Us

Our mission is to simplify the sales technology selection and adoption process to enhance our clients' ROI.

We created Vendor Neutral after years of identifying and recognizing the many sales technology-related challenges enterprise and midmarket businesses face daily. We saw the negative economic impact of these challenges on organizations and knew there had to be a better way.

Here are some of the challenges we were consistently encountering:

- A complicated, overwhelming sales technology selection process
- Diminishing returns on technology investments
- Misalignment of stakeholders
- Unpredictable or unsustainable growth
- Low sales tech adoption rates

We recognized these problems were prevalent in many businesses throughout the market and were escalating yearly. Vendor Neutral was born from a genuine desire to help companies fix these issues.

We started our business from humble beginnings, spending years heavily researching the competitive sales technology landscape and eventually evolving into an advisory service. Today we are a full-service sales technology consultancy, focusing our attention on the sales technology selection process, driving organizational sales tech adoption systems, and enhancing sales ROI.

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