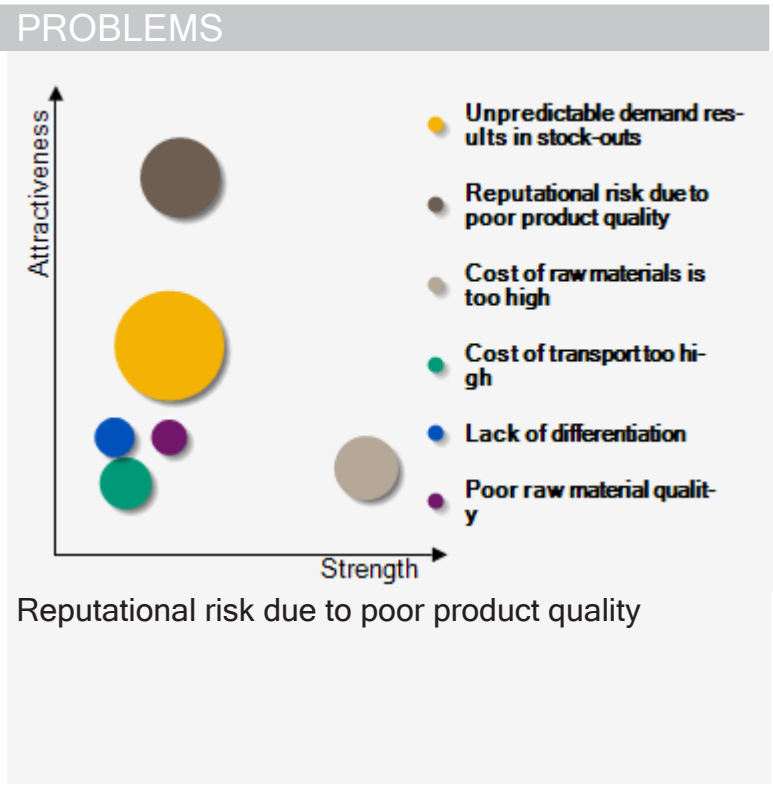


STRATEGY

**OBJECTIVES**

	1	2	3	4
Months	\$10m	\$10m	\$10m	
Quarters	\$30m	\$35m	\$40m	\$45m
Years	\$150m	\$200m	\$300m	\$400m

Sample plan for HardBits for use in Funnel Academy



**WHAT**

Standard product plus a product innovation team, and yet-to-be-acquired shortrun facility. Packaged as a new product innovation partnership. Pricing set individually for each company based on the value from this innovation, but no less than base price + 20%.

**THROUGH WHOM**

Internal marketing profiles, then warms prospects before Sales involvement. Direct Sales force trained to ID defined needs and to bring a deal to the table. Sales will own closure, but broader organisation will be involved in an innovation sale.

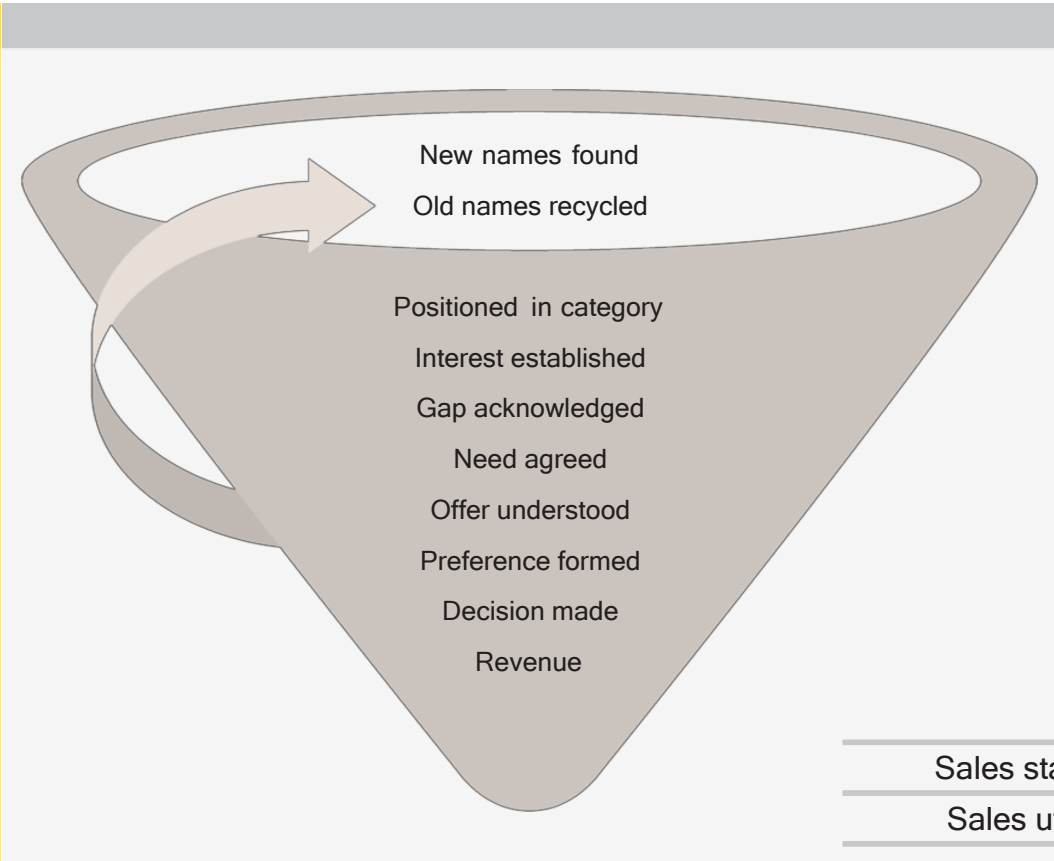
**ICP**

Companies lacking an ability to innovate

**TO WHOM**

60%	Head of Sales in 1000 Co's lacking innovation
40%	Head of Mktg in Manufacturers of plastic products

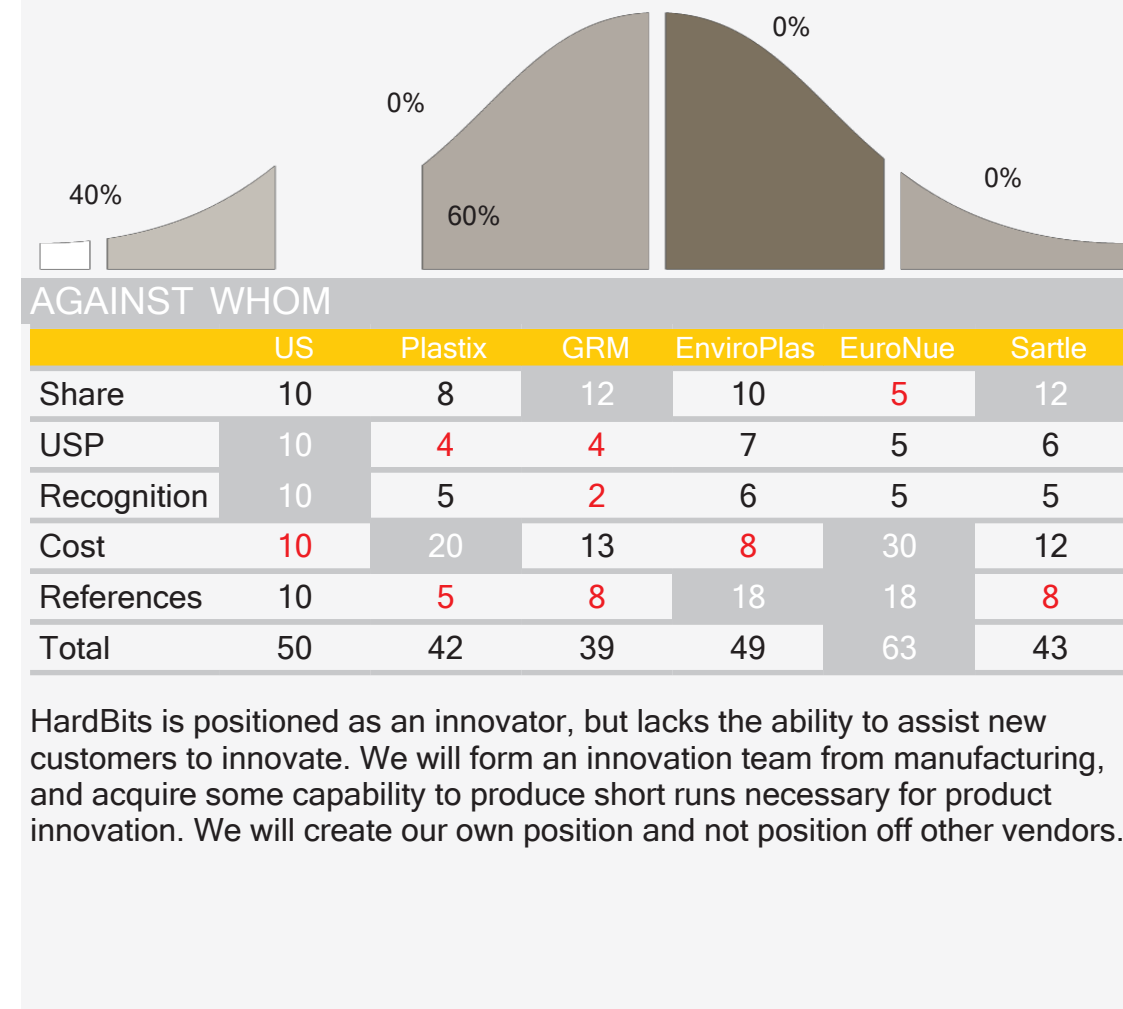
FUNNEL VELOCITY



**BUYERS' JOURNEY**

	M1	M2	M3	Q2	Q3	Q4	Y2	Y3	TOTAL
New names found	691	266	73	202	356	241	1,410	1,761	5,000
Old names recycled		598	618	1,975	2,093	2,178	9,112	12,142	28,716
Positioned in category	691	864	691	2,177	2,449	2,419	10,522	13,903	33,716
Interest established	68	86	69	218	243	242	1,046	1,384	3,356
Gap acknowledged	33	43	35	110	119	121	516	685	1,662
Need agreed	15	21	17	55	58	61	253	338	818
Offer understood	11	16	13	42	43	46	189	252	612
Preference formed	5	7	6	21	21	23	93	125	301
Decision made	3	3	3	11	10	11	46	62	149
Revenue	\$10m	\$10m	\$10m	\$35m	\$40m	\$45m	\$200m	\$300m	\$650m

Sales staff(FTEs)	6	6	6	6	7	7	8	10	
Sales utilisation	94%	103%	107%	105%	95%	99%	90%	97%	99%



TACTICS

