



At Roundstone Systems, we believe that you should get what you pay for, and realize real business value from all of your investments, especially those made in Information Technology. Founded in 2003 and headquartered in Alameda, CA, we help our clients “connect the dots” between their business issues and the technologies that can help them solve these challenges. We’ve built strong relationships with key hardware and software manufacturers and have become the leading Business Partner of Hewlett-Packard in Northern California. To our clients, we are the business solutions company delivering information technology from a business perspective.

“When KeyRoad Enterprises, LLC-CustomerCentric Selling® approached us in April 2006, our primary goal was to meet our 2006 \$25/\$30 million revenue target, representing a 75% increase compared to our realized 2005 revenue” said Tim Joyce, CEO of Roundstone Systems. “With a mix of junior and more senior sales executives we needed to instill discipline and a more standard selling engagement roadmap. We had no common language to talk about our selling activities internally, and most of our reps were using product-focused selling methods resulting in ineffective conversations and below par results.”

“We needed to switch our selling methods to a more customer-focused approach, to establish a common language to debrief our selling activities. A disciplined selling engagement roadmap served to arm our reps with process and tools to more effectively prospect and engage in business conversations without talking products, speeds and feeds, or demos,” added Mark Sessions, VP Sales and Operations.

Working with KeyRoad-CCS® to address these challenges, Roundstone Systems implemented a tailored CustomerCentric Selling® workshop. The intent was to align the entire sales force and sales activities along a common vocabulary, a common client engagement roadmap and discipline, and implement selling best practices. To complement the deployment of this new sales engagement approach, the company also secured the advisory services of KeyRoad president, Philippe Lavie, to help refine its pipeline grading system and its sales engagement process. Additionally, under his guidance, a tailored toolkit was developed, used for the sales training as well as by the sales force immediately after the training was completed.

“Since we engaged KeyRoad-CCS, we are seeing a marked improvement in the way we connect with our prospects. We all understand the process, and what it takes to move a prospect along towards closure. So far, so good,” says Tim Joyce.

To date, this has resulted in:

- Consistency of selling approach
- Easier management of selling efforts
- More qualified opportunities being uncovered and moved along

For more information on Roundstone Systems, please visit their web site at: www.roundstonesystems.com. For more information about KeyRoad Enterprises, LLC, please visit their web site at: www.keyroad.com.