

KEYROAD ENTERPRISES, LLC
A CUSTOMERCENTRIC SELLING® AFFILIATE

INTRODUCTION:

KeyRoad Enterprises, LLC (KRE) helps companies and their senior executives accelerate their sales performance to drive revenue, greater accuracy in pipeline management, and consistency in prospecting and client engagements best practices.

KRE works with CEO, COO, and VP sales in mid-size companies with revenue between \$5 million to \$500 million, in all industries. KRE bring sales process, tools, training, and advice to its clients to help them establish excellence in their sales organizations. KRE rely on its clients for market expertise when tailoring its programs and services to their environment.

Incorporating many proven methodologies like CustomerCentric Selling® (CCS), KRE helps organizations implement and sustain a repeatable, measurable sales process that takes sales personnel step-by-step through the prospects' buying phases and all critical steps in the selling cycle, from call introduction, through diagnosis and discovery (buyer qualification) to negotiation and closing. KRE also offers its clients expert training and consultation in the areas of leadership, marketing, messaging, value justification (ROI), pipeline management, as well as ongoing strategic sales planning both domestically and internationally.

KRE clients have achieved significant results from shortening their sales cycle by 35%, increase their pipeline accuracy by 65%, to increase the number of sales professionals meeting or exceeding their quota by 50%, and closing business that became dormant for over 180 days.

BACKGROUND:

KeyRoad was created in 2002. Its founder has been working in the high tech industry for over 30 years, in international and domestic sales with companies such as Daisy Systems, Sun Microsystems, Onlink Technologies, and OnDemand Inc. As an affiliate of CCS, KRE combines proven sales methodologies with expertise in sales infrastructure management and converting external competitive challenges into sales opportunities. Companies KRE has worked with include Comshare, Business Objects, AtStaff, Quova, AgraQuest, OpenTV, Fortiva, Front Range Solutions, Space Imaging, Onlink Technologies, Ilog, OnDemand Inc., MindCrossing, Raytheon, Reddot, GameTech, CQG, SelectQuote, TIBCO, Pronto Connections, OpSource, RoundStone, and InfoNow.

CHALLENGES CUSTOMERS FACE:

Customers we worked with want to:

- ⇒ Sustain increases in sales productivity and corporate profitability
- ⇒ Establish and maintain a 'high performance sales culture'.
- ⇒ Align marketing efforts to sales processes.
- ⇒ Disqualify prospects faster, avoiding spending scares sales resources (demo, tech support, proposal writing).
- ⇒ Generate reliable and accurate pipeline forecast with consistent grading management system.

KEYROAD DELIVERABLES:

We have been able to help these companies deal with their challenges by delivering:

- **A Sales Toolkit**, an ensemble of sales tools to help the sales force at each stages of the engagement process.
- **Sales Training Programs** where sales and sales support professionals learn tactical, results-oriented sales techniques.
 - How to use the phone for success
 - Referral Selling
 - CustomerCentric Selling®
 - Strategic Selling
 - Sales management
- **A customized, repeatable and auditable pipeline grading sales process** including stages and milestones with periodic reviews and coaching sessions to reinforce the method.
- **Advisory services** to assist Clients implement and manage their newly acquired sales methodology including sales coaching, pipeline reviews, opportunity assessment, and other sales related activities.

These have resulted in greater revenue, shorter sales cycles, lower cost of sales and customer support, consistent delivery of corporate messages to prospects, more accurate forecast and pipeline information, stronger alignment between marketing and sales, and increased productivity, predictability, and profitability. Examples of success stories can be found at <http://keyroad.com/success.html>

To learn more about how KeyRoad Enterprises has helped organizations achieve similar goals, please contact:

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