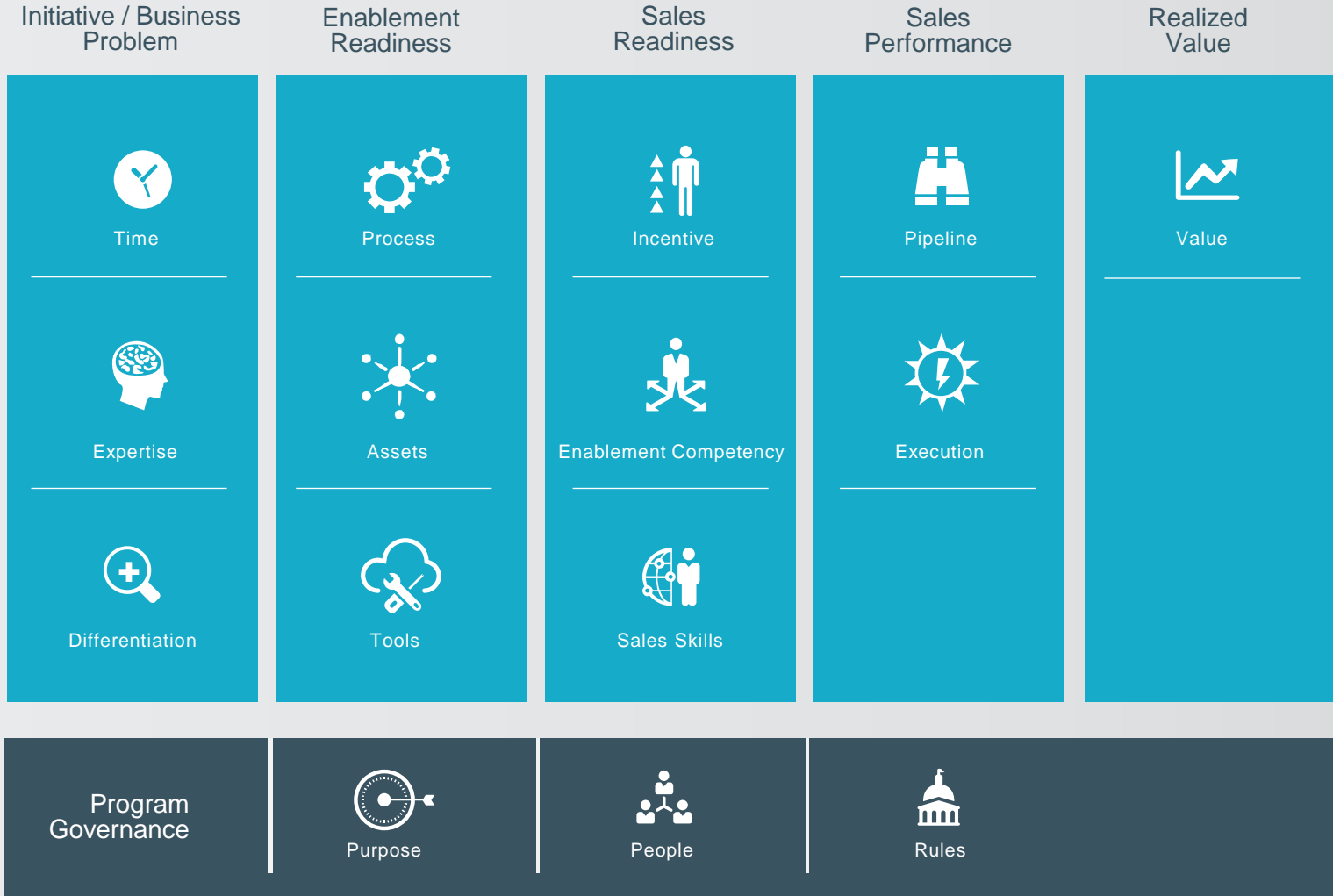




# SUCCESS PLAN FRAMEWORK

Envision / Realize / Replicate.





Initiative / Business Problem	Enablement Readiness	Sales Readiness	Sales Performance	Realized Value
NEW PRODUCT INTRODUCTION	Sales Assets BOM (Learning and selling)	Profile an account and determine sales play to run	Number of created opportunities in SFDC in "Prospect" stage	320 Logos
ONBOARDING (Phase 1)	Playbooks	Secure meeting with influencer and/or buyer	Number of meetings entered in SFDC	250 Hunting
Knowledge and Skills Mastery (Phase 2)	PHASE 1 Content Mobile Channel	Carry the first meeting (Qualification via sales process)	CoS stage velocity (time to move to next stage)	70 Strategic
	PHASE 2 Sales Process Onboarding	Manage sales process to closure	Win/Loss analysis	
Program Governance	Content Management Policy	Content Alignment to sales process	Dashboards and reports (utilization impact)	

## Enablement Readiness On-Boarding (phase 1)

ENABLEMENT ACTION	ENABLEMENT CATEGORY	ACTION DESCRIPTION	OWNER	START DATE	END DATE	METRIC	METRIC SOURCE
1	Regionalization of Content	Process	Scott Miller	15-Dec	15-Dec		
2	Playbooks / Kits	Assets	Scott Miller	15-Dec	15-Dec		
3	Quick Hit Training	Assets	Scott Miller	15-Dec	15-Dec		
4	Single Source of Truth including Search	Tools	Rick Newton				
5	Mobile access to SST	Tools	Rick Newton	15-Dec	15-Dec		
6	Guided Content Delivery	Tools	Rick Newton	15-Dec	15-Dec		
7	Channel Delivery	Tools	Rick Newton	15-Dec	15-Dec		