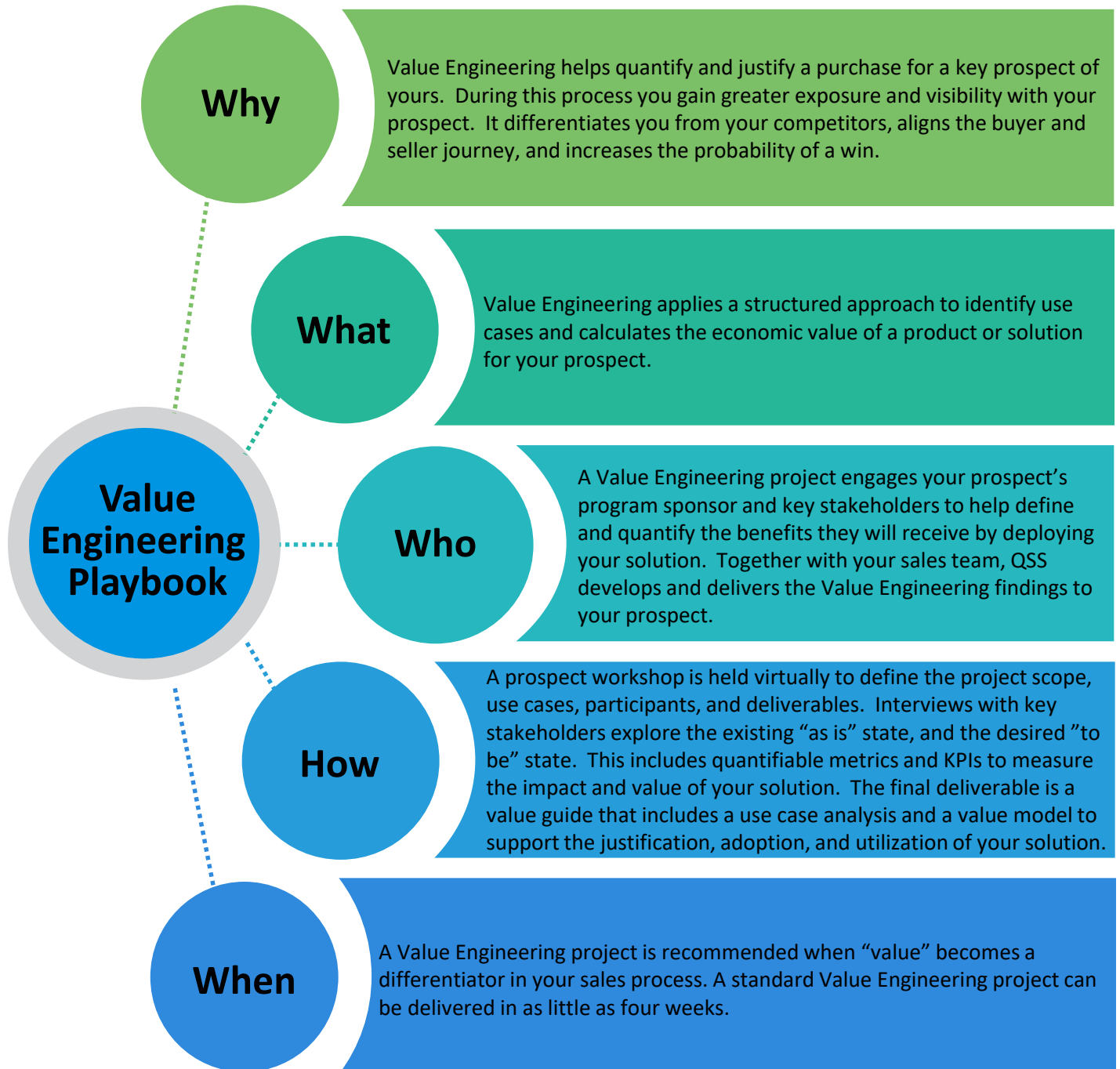


Value Engineering Playbook

Value Engineering helps a buyer overcome financial objections and resistance by quantifying the value of your solution compared to the status quo or your competition. You close more business and your customers implement your solutions where they drive the most value.



Benefits

Your prospect receives an independent, third-party analysis of the value derived by deploying your solution. A Value Engineering project rallies key stakeholders to move forward with a solution. Value Engineering positions you to understand your prospect's needs. It differentiates your sales engagement approach and optimizes your probability of winning. Completed Value Engineering projects can also be leveraged to pursue other key opportunities.

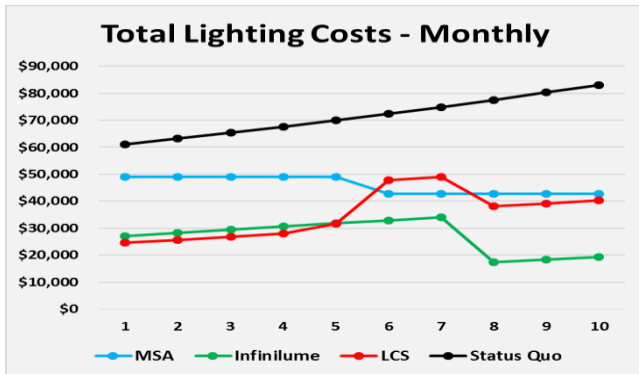
Engineering value into every sale.

Value Engineering applies a structured approach and objective metrics to:

- Develop optimal use cases for your product or solution
- Identify the right stakeholders and their personas
- Establish the economic value your customer will derive from deploying your product or solution

Total Cost of Ownership

Competitive analysis based on fully burdened costs over a multiyear time horizon comparing the status quo with competing alternatives.



Use Case Modeling

Calculating value based on improving efficiency, effectiveness, and cultural impact per use case.

Value Engineering Summary by Use Case

Scope of Analysis 23 Meetings Studied	Internal 9		Customer Facing 3		Internal Apps 11		Totals	
	Info Sharing	Inter-active	Info Sharing	Inter-active	Info Sharing	Inter-active	Monthly	Annually
Meetings								
# Meetings/month	7	1			1464		2,847	34,160
# Meeting hrs/month	895	168		688	2063		3,813	45,761
Impact								
Efficiency								
Reduced setup effort	\$72	\$288		\$0		\$3,708	\$4,068	\$48,820
Travel and facility costs	\$2,740	\$3,720		\$82,500		\$0	\$88,960	\$1,067,520
Reduced cycle time	○	○		●		●		
Decision making	○	○		○		●		
Problem solving	○	●		●		●		
Effectiveness								
Increased engagement	\$5,258	\$806		\$0		\$9,996	\$16,060	\$192,724
Use of recordings	\$20,790	\$0		\$2,050		\$13,605	\$36,445	\$437,346
Anywhere, anytime access	●	○		●		●		
Increased personalization	○	○		○		○		
Acme brand enhancement	●	○		●		●		
Culture								
Employee morale	●	○		●		●		
Employee retention	●	○		●		●		
							\$145,534	\$1,746,409

● Extremely Important ● Somewhat Important ● Marginally Important ○ Not Applicable

Value Summary

Conclusions; quantifiable and non-quantifiable value.

Value Engineering Analysis Summary

Key Take Aways

1. Scope of study is a fraction of the potential use/application within Acme Co.
2. Value of video varies dramatically by use case and type of meeting
3. Many areas of value are not easily quantified
4. Metrics and KPIs identified to track video adoption and success

Sources of Value

Employee Time

- Reduced meeting setup/management time
- Reduced travel time
- Increased engagement
- Use of recordings
- Anywhere anytime access

Travel and facilities cost reduction

- \$70k in this set of meetings

Non-quantified value

- Increased personalization
- Employee morale and retention
- Acme Co. brand enhancement

Scope of VE Review

23 Meetings studied
34k Meetings/year
46k Meeting hours/year
Opportunity Value: \$1.75M

Highest value areas

- Reduced travel time: \$1M
- Use of recordings: \$440K

Why QSS?

The science of selling is in our DNA. Our senior advisors work directly with your marketing and sales professionals to develop and deliver customized Value Engineering playbooks to identify use cases and calculate the economic value of your product or solution for your prospects.

To find out more about Value Engineering:



1 610-644-6315



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