

Vecta Consulting Limited helps you accelerate early sales in a specific market			
Sales Stage	Issues	Support Level #1	Support Level #2
1. Strategising	Which product, line of business, service will you offer, where, and to whom?	V5 can take you through the when, where, how and with what to compete	V5 can outline your business plan, sales campaign, and key pitches to customers, financiers and/or partners
2. Hunting	Where will you find your potential customers or partners – cities, conferences, dinners, professional events, social media, trade shows etc?	V5 can research these, providing a campaign list of activities	V5 can help you develop a campaign plan and pipeline monitoring tools
3. Attracting	How will you attract the attention of potential customers or partners, especially the early adopters / evangelists who will act faster and help you get traction?	V5 can help you identify relevant marketing, including key meetings and speaking slots	V5 can help you obtain meetings / speaking slots and/or speak on your behalf
4. Engaging	How will you engage with qualified (might buy in the next 3 years) prospects / evangelists to get a commitment (your long-list) to consider your offer?	V5 can identify potential customers / evangelists / partners for you to approach	V5 can attend events on your behalf specifically to qualify potential evangelists / customers /partners
5. Monitoring	How will you keep in touch – formally and informally –so as to be prepared to escalate activity to the decision makers when the prospect approaches ~6 months from a purchase decision?	V5 can review progress with you, helping identify ways to accelerate evangelist trials and/or find additional contacts / events etc as needed	V5 can participate in events, social media and/or pre-market surveys to meet your prospects and / or evangelists from time-to-time and get an independent view.
6. Nurturing	When is the right time to demonstrate your capability/benefits to user-buyers with the key question “how closely does our offer fit your requirements?”	V5 can review progress with you, helping you convince prospects to attend a demo or accept a trial.	V5 can work with the prospective evangelist / partner to build an outline business case for their investment
7. Converting	When and how should you make an offer that closes any performance / cost / support issues uncovered as the decision process evolves?	V5 can review your offer for clarity, likely effectiveness etc	V5 can attend a business meeting with you to help understand and resolve any residual issues

Note: “V5” refers to Vecta Consulting Limited