

# VFC Services Master Agreement

**Sale Pric** \$85,000      **RAR:** \$800  
**Owner:** Paul Conover      **Close Date:** 6/1/2008  
**Objective:** Reach a master agreement for >85K/yr by 6/1/08

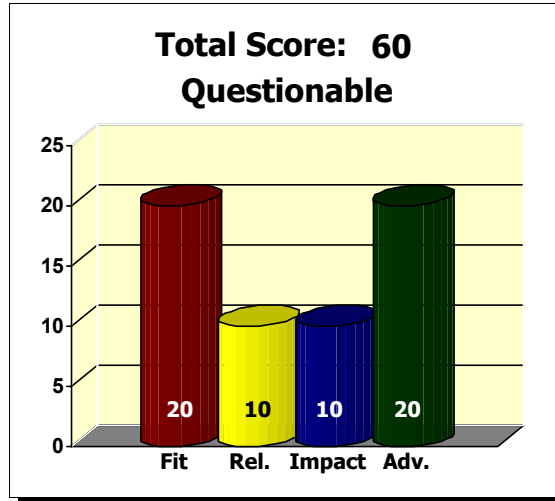
**Competitors:** Internal?? Hanley??

**Description of Customer's Business:**

Integrated security solutions including access control, fire alarm, video, life safety & critical device monitoring.

**Customer's Key Goals:**

- 1 - Focus on SERVICE translates to customer retention & highest RMR. 2 - Grow in "sweet spot" (\$50 - 200K installs, multi-site w/ RMR). 3 - Develop scaleable processes to support growth.



**Fit**      Considering your company's capabilities and objectives, to what extent is this an especially attractive opportunity?  
**Score: 4**

*Quality client - right size, clear need, referenceable, likely to be dependable revenue source for 2 - 4 yrs.*

**Relationships**      Who are the most influential people in the buying decision, and to what extent do they support you?  
**Score: 2**

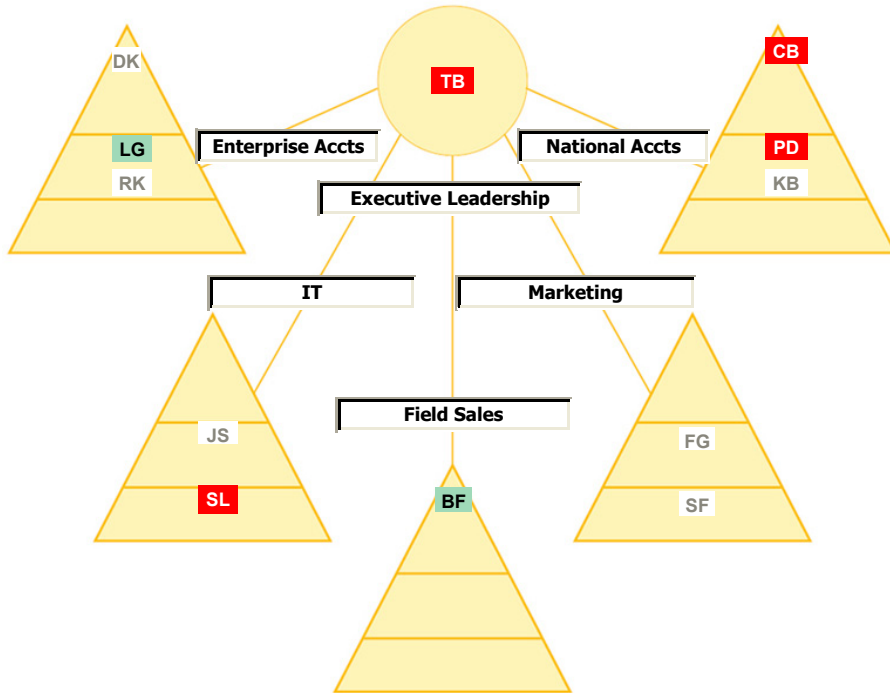
*Bill has driven process effectively and we built support in pilot but Tony and Chris (National Accts) are somewhat passive thus far. Hanley buyout could change landscape.*

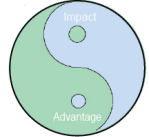
**Impact**      To what extent do you understand your customer's most important goals and what is your ability to advance these goals?  
**Score: 2**

*Initiative is in line w/ Tony's priorities for '07, but time frames are slipping. Impact appears significant, but specific goals & metrics are not pinned down.*

**Advantage**      Considering all the customer's options, what is the relative strength of your company and your solution?  
**Score: 4**

*Our solution is a great fit w/ added benefits of customization approach and flexible delivery model. No real competition, so challenge lies in making it easy for VFC to take next steps.*



Press	Mention	Customer's Needs
Startup = oppty to shape Strong, simple method Quick start delivery model High customization PowerPoint reporting Quick Plan & reporting Price	Delivery team Services roadmap 1 & 2 day agendas Incremental commitment! Custom development services	Win more "sweet spot" opportunities. Establish common language at center of efforts to develop sales force that has doubled in size over last 18 months.
Industry experience Client-specific metrics	Startup = risk Limited (focused?) offer	 <p><b>Our Advantages</b>                      Strong &amp; simple method; highly customized, easy to reinforce</p>
Innovate	Defuse	

# Actions

Priority	Owner	Date	Action/Goals and Comments
High	Cliff	03/10/08	Exec Support - Can Larry introduce us to Damon based on feedback regarding Larry's teams in pilot?
High	Cliff	03/10/08	Political Adv - Talk to Stacy; convince that IT can't be seen as pushing too hard Don't want to appear aligned w/ Stacy
High	Paul	03/15/08	Political Adv - Ask Bill if there are reporting formats, etc. that might be helpful in showing what he's doing to Hanley.
High	Paul	03/15/08	Exec Support - Arrange mtng w/ Tony when Bill is in town. Also, ask Bill about opps to meet Kevin, Chris, other sr mgmt. Review process and also progress on plans reviewed in pilot
High	Paul	03/15/08	Political Adv - Need to have measurement conversation In particular, need to understand how sales mgmt team is measured. Also, how is Hanley going to measure VFC performance?
High	Paul	03/15/08	Risk - Discuss pre-purchase of kits w/ Bill This will mitigate risk of Hanley taking things in another direction and, for VFC, enables managers to get started w/ teams prior to workshops
High	Paul	03/15/08	Impact -Need to have measurement conversation with Bill, Tony, & others! Lots of possibilities: time to performance with lots of new reps; hit rate; revenue per person; RMR; improvements on "Scorecard"
High	Paul	03/15/08	Solution - Work w/ Bill to build sample plan, and sample quick plan (for demo to Tony)
High	Cliff, Paul	03/15/08	Contribution - Ask all contacts what tools & curriculum are in play for salesforce dvlpmt? Need to position our offer at center of these efforts.
High	Cliff, Paul	03/15/08	Extended Support - Can Larry or Bill introduce us to Felix so we can show how outputs support his playbook initiative.
High	Paul	04/01/08	Budget - Talk to Bill about basics including whose budget, how much, case to be made VFC has never funded this type of thing before
High	Paul	04/15/08	Buying Signs - pin down schedule if possible Something in advance, even telecon, for mgrs?

# Notes

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