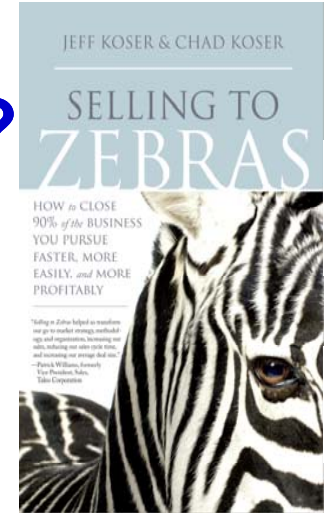


Do these numbers mean anything to you?



91

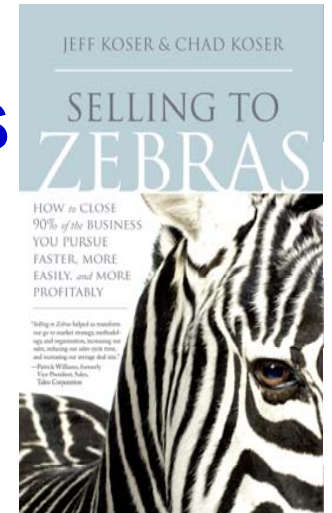
74

120

21

23

# Here's what they mean for my business



91%

*Pipeline Win Rate*

*Increase in Average Sales Price*

74%

21%

*Reduction in Sales Cycle Length*

*Zebra score needed at beginning of Quarter, to generate revenue by the end of the Quarter*

23

# Results...

---

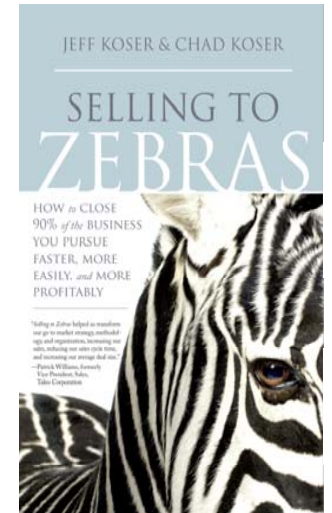
# 120

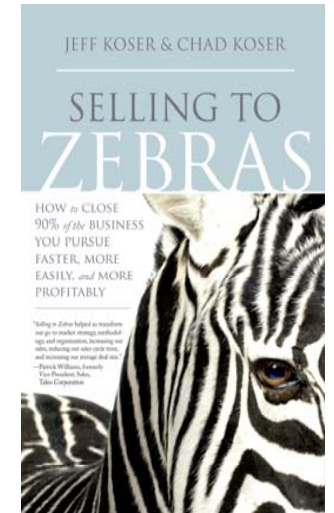
*Number of days needed to achieve results  
using the Zebra value-based selling method*

Patrick Williams, SVP Sales, StarCite Inc.

[PWilliams@starcite.com](mailto:PWilliams@starcite.com)

408.562.7662





# HOW *to* CLOSE 90% of *the* BUSINESS YOU PURSUE FASTER, MORE EASILY *and* MORE PROFITABLY

Jeffrey A. Koser  
April, 2008



Selling to Zebras, LLC  
*To Increase Power & Focus*

# Ignite Your Growth



Model Inputs

Financial Results

Waterfalls

Payback Period

Process Maturity



3-Year

5-Year

Direct & Indirect Savings

Direct Savings Only

Generate Word Doc

Select Currency Type

US Dollars

### Corporate Data for MetLife

Client Name	MetLife
Select Industry & SIC	Insurance
Phone	-----
Executive Contact	-----
Similar Current Clients	AIG, ING, Chubb, Washington Mutual, Prudential, MetLife Cigna, Aetna, Allstate
Company - Public or Private	<input checked="" type="radio"/> Public <input type="radio"/> Private
Annual Revenue	\$44,520,000,000
Pre-Tax Operating Margin	11.40%
Earnings	\$4,180,000,000
Corporate Tax Rate	35.00%
Last 12 Months EPS (diluted earnings per share)	\$5.48
Number of Outstanding Shares	762,773,000
Spend Data	
Annual Travel Spend	\$560,952,000
Annual Meeting Spend	\$306,297,600
Meetings Data	
Total Annual Meetings	5,921
Total Annual Meeting Attendees	355,862

### StarCite 3-Year Solution Investment:

**\$7,430,589**

Select Solution Type:  Enterprise Solution  Planner Tools

**SOLUTION COSTS:**

3-year Enterprise Solution Technology Cost	\$300,000
Registration fees (per attendee)	\$3,282,824
Setup fees (one time cost)	\$26,000
Internal (one time cost)	\$721,765
<b>Solution Cost SUBTOTAL</b>	<b>\$4,330,589</b>

**SERVICES COSTS:**

3-year Adoption Management Cost	\$3,000,000
3-year Business Process Outsourcing Cost	\$100,000
<b>Services Cost SUBTOTAL</b>	<b>\$3,100,000</b>

Estimated Implementation Time (in months) 4.0

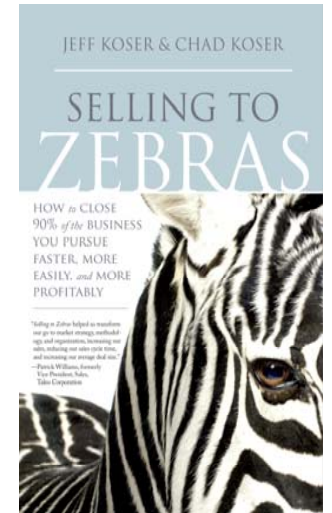
### StarCite Model Adjustment Factors

Discount Rate for Adjustment of NPV	<b>10.00%</b>
Cost of Capital Used for EVA Calculation	<b>11.40%</b>

# To Answer These Questions...

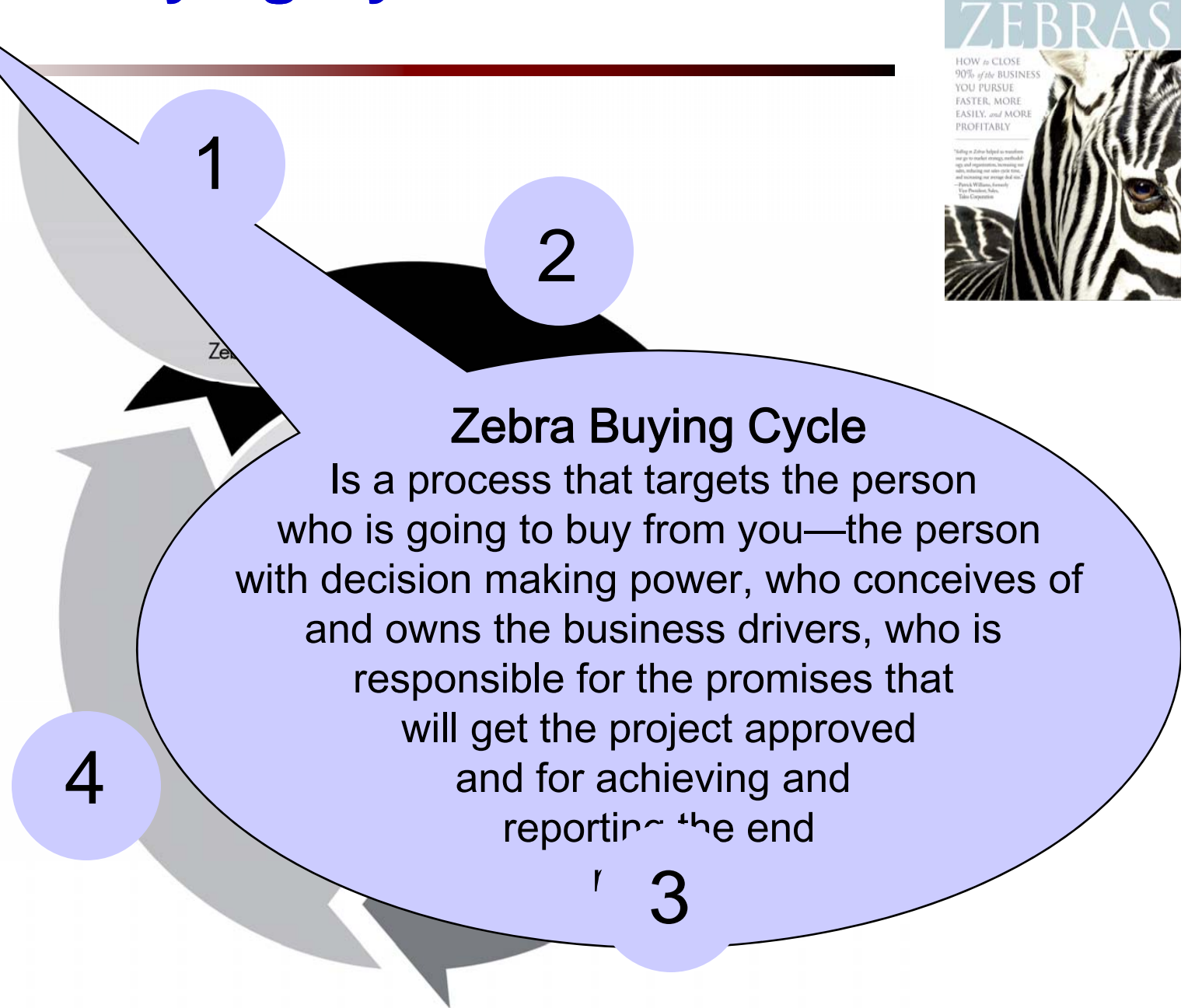
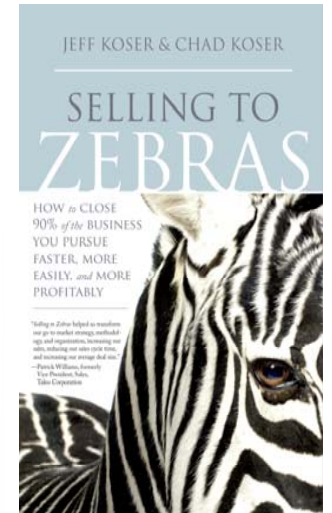
---

- ▶ Will this prospect buy anything?
  - If so,
- ▶ Will this prospect buy from you?
  - If the prospect will buy from you,
- ▶ Will this prospect buy now?

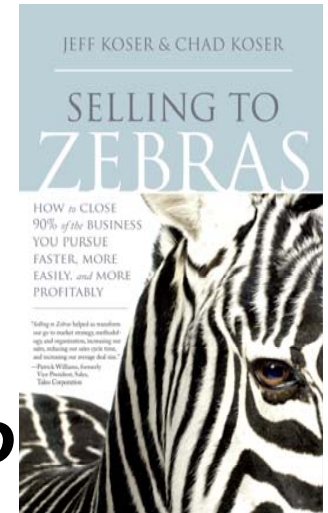


## Requires One More Process Tool...

# The Zebra Buying Cycle



# How Do You Get Started?



## ▶ Purchase and read the “Blad” of *Selling to Zebras*

- Receive “Advanced Review Copy of *Selling to Zebras*,— July, 2008 no additional

## ▶ Register for Ze

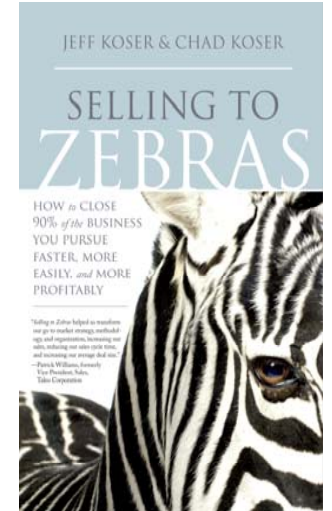
- Download – Pus
- Download – Ec
- Use the step-by-
- Use the step-by-st

## ▶ Call Jeff Koser w/q

### What's an ARC?

An Advance Review Copy – (ARC) is a special copy of a book, usually reserved for thought leaders and molders of opinion.

# Do What Others Have Done



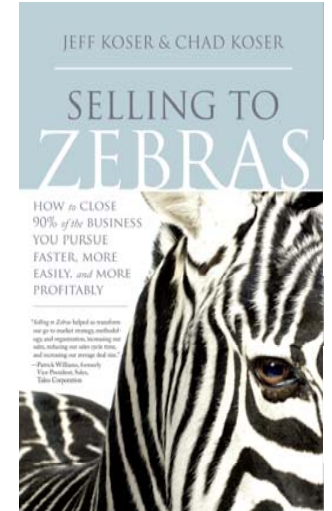
**“Our pipeline close rate efficiency increased to 83%...”**

Jim Stollberg  
SVP Business Development  
HK Systems, Inc. [www.HKSystems.com](http://www.HKSystems.com)

- ▶ **Growth in y-o-y bookings increased – 150%**
  - Increased pipeline close rate from 20-30% to 63% first year, 83% second year

# What will your numbers be?

---



91%

*Pipeline Win Rate*

*Increase in Average Sales Price*

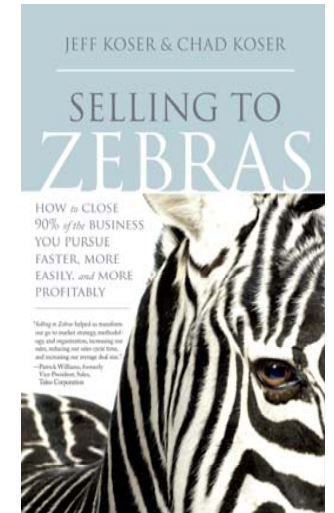
74%

21%

*Reduction in Sales Cycle Length*

*Zebra score needed at beginning of Quarter, to generate revenue by the end of the Quarter*

23



# HOW *to* CLOSE 90% of *the* BUSINESS YOU PURSUE FASTER, MORE EASILY *and* MORE PROFITABLY

Jeffrey A. Koser  
(414) 659-1494



Selling to Zebras, LLC  
*To Increase Power & Focus*