

Frugalnomics Requires New ROI-Focused Sales & Marketing Tools

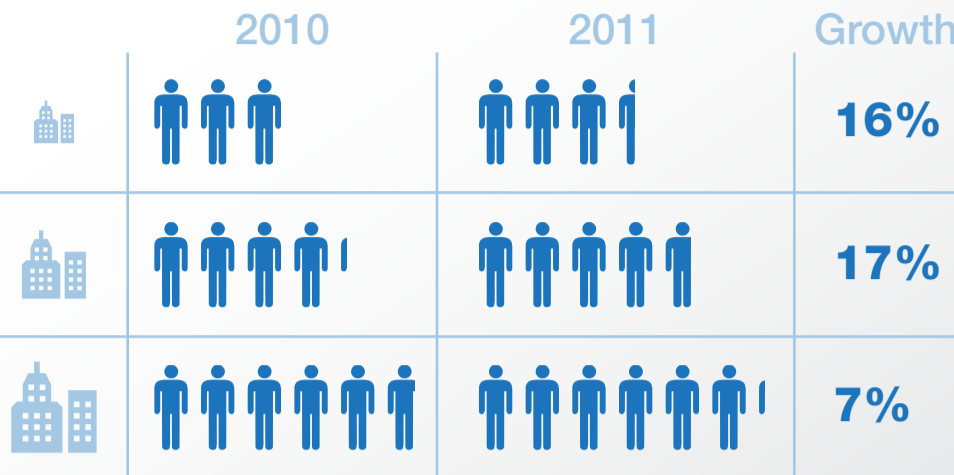


Customers **forced** to **do-more-with-less**

- 61%** "Keeping-lights-on" operations
- 24%** Already designated project
- 15%** Discretionary funds for new proposals

Purchase process is more complex

More buyers involved in each purchase decision



Average purchase process takes longer



More Economic Scrutiny

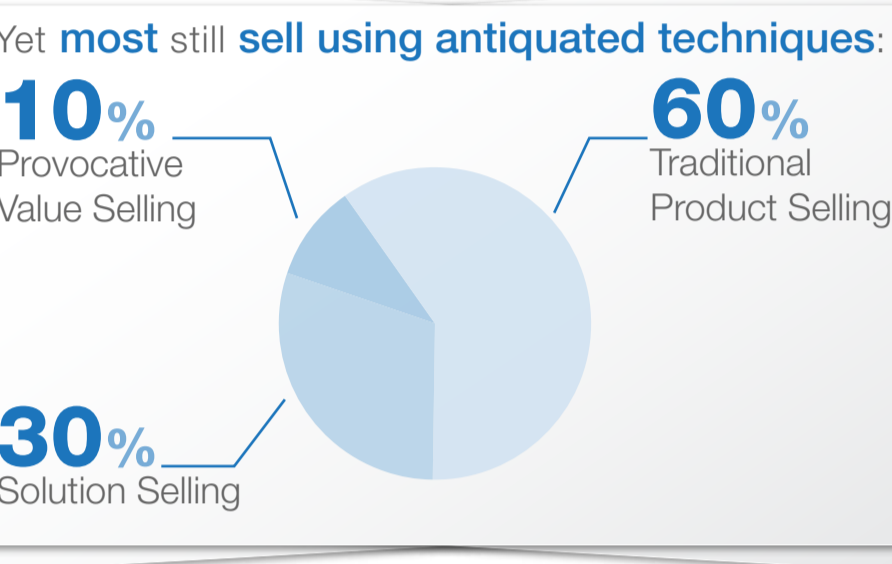
It's **easier** for B2B buyers to **"do-nothing"** than change



Frugalnomics is in Full Effect

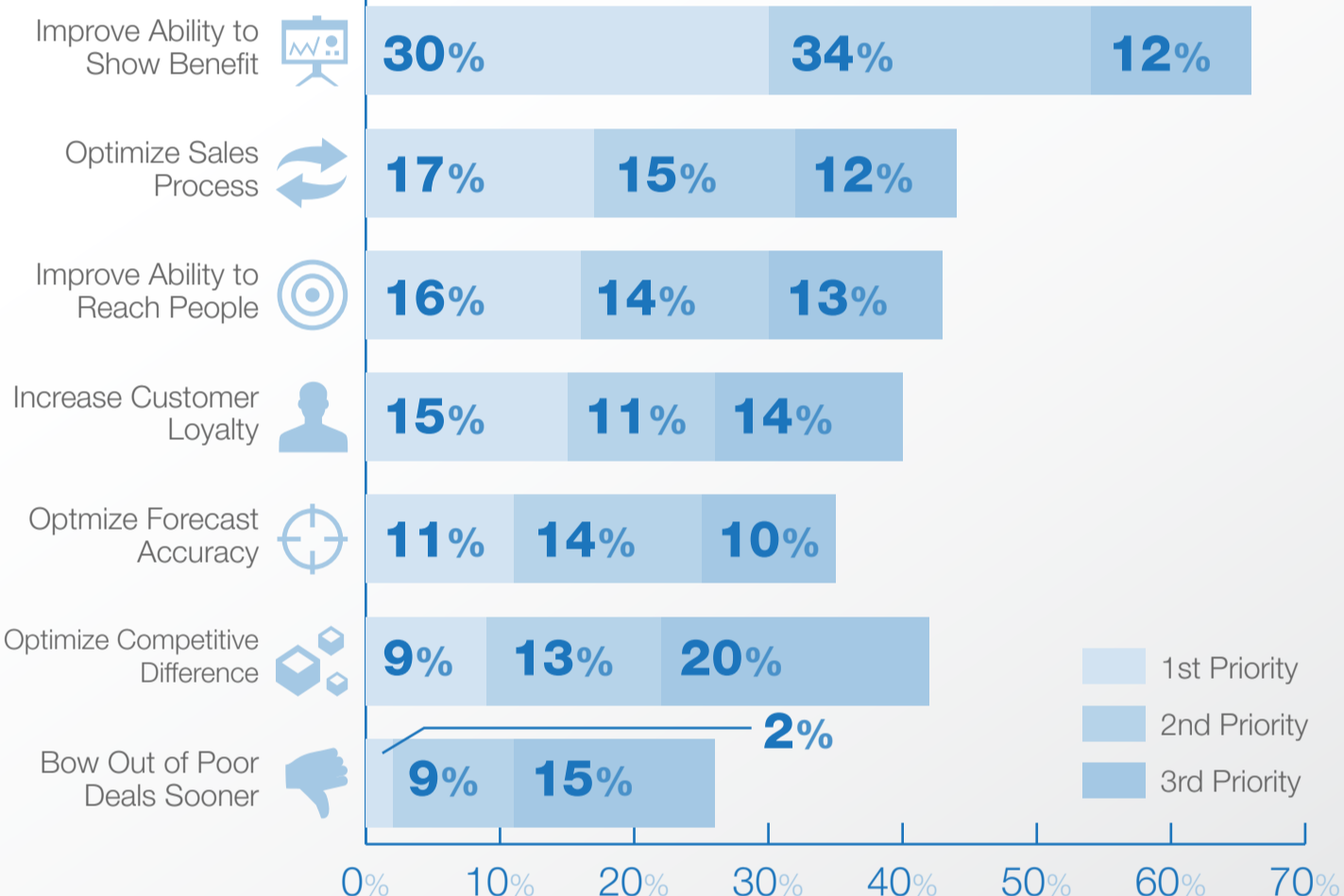
To Fight Frugalnomics requires a new approach

Yet **most** still **sell using antiquated techniques**:



Number One Sales Priority for 2011: Show Buyers the Money

Improving sales' ability to show benefits / value to prospects is the number one tactic to drive B2B sales performance in 2011, according to a recent survey by CSO Insights.



Justify Change with Return on Investment (ROI)



Make the Case for Change

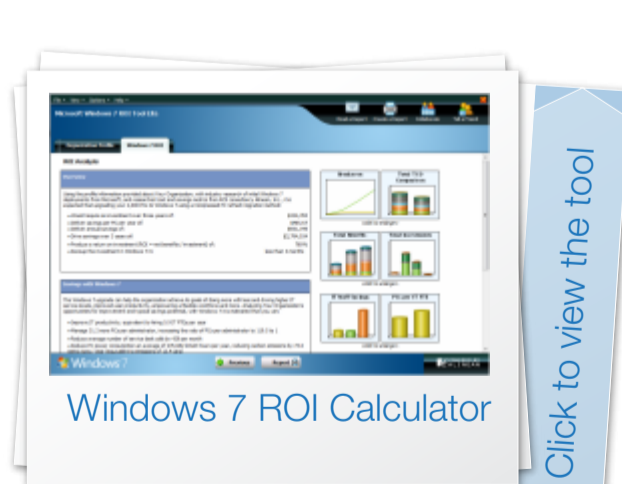
Use justification to prove value of proposals to frugal prospects:

- 1. Illuminate** the current costs and lost opportunities by maintaining status quo
- 2. Prove** the cost of doing nothing
- 3. Quantify** the savings and benefits from the proposal
- 4. Tally** the required investment and risks
- 5. Summarize** the business case in terms executives need to make the decision, including ROI, payback period and NPV Savings

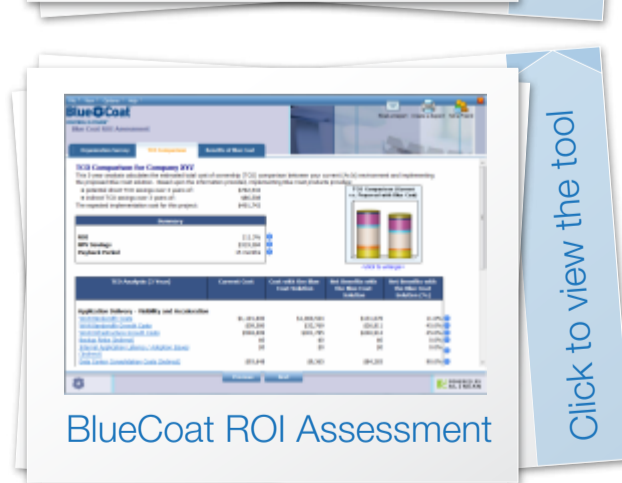
ROI Analysis Tools

Components of a successful ROI Analysis Tool:

- Current Opportunities Questionnaire
- Solution Recommendation & Configuration
- Benefits / Savings Quantification
- Investment & Risk Quantification
- Discounted Cash Flow Analysis
- Key Financial Justification



Click to view the tool



Click to view the tool



Click to view the tool

Great Examples

Alinean powering B2B sales to economic buyers
<http://www.alinean.com>

2011

About Alinean

Alinean, the leading provider of dynamic sales and marketing tools, empowers B2B vendors to better sell to today's economic-focused buyer. Alinean-powered interactive white papers, assessments, ROI calculators and TCO comparison tools create more compelling value-based connections, workshops, presentations and proposals — delivering customized diagnostics, benchmarks, solution recommendations, benefits, investments, ROI, payback and TCO advantage proof points.

Leading B2B firms leveraging Alinean tools include: HP, IBM, Microsoft, EMC, Dell, Intel, IDC/IDG, AT&T, Siemens, Unisys, Thomson Reuters, NetApp, Citrix, Symantec, Novell, Cisco, Oracle, Sybase, and CA.

Learn more: at the Fight Frugalnomics™ Resource Center <http://www.fightfrugalnomics.com>, by visiting <http://www.alinean.com>, or calling 407.382.0005.

Sources

The CSO Insights Sales Management Optimization research report for 2011 can be found at: <http://www.csoinsights.com/Publications/Shop/sales-management-optimization>

More research can be found at: <http://www.fightfrugalnomics.com>

More examples of successful ROI Tool programs can be found at: http://www.alinean.com/sales-enablement/ROI_tools.aspx