

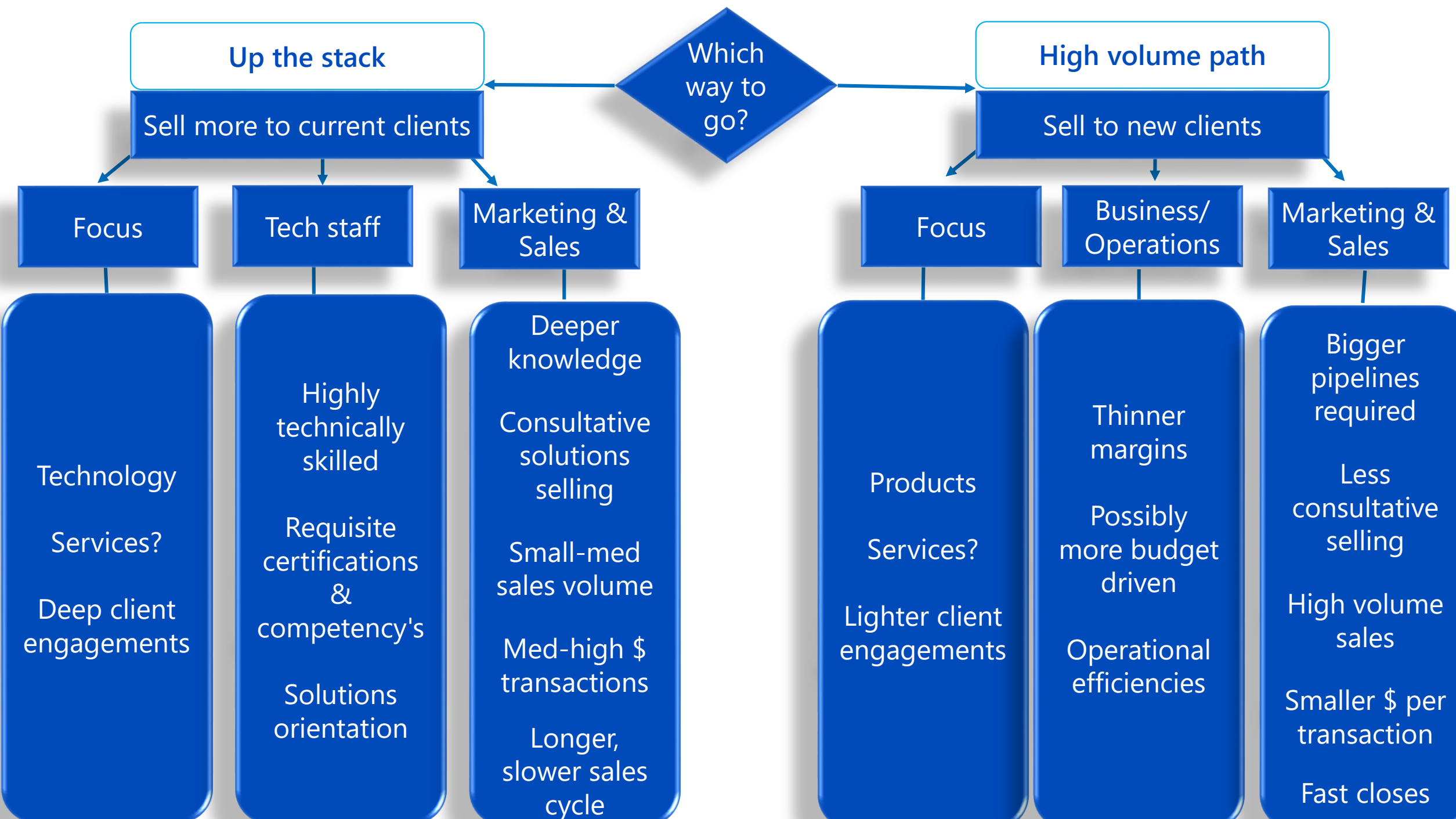
# How to use this flowchart

As discussed in the presentation, there are big differences between these two paths

The idea is to use this to examine the characteristics of each model so you can determine if your organization is setup with the appropriate attributes

There isn't a right or wrong path, just where you are today and where you want to go in the future

In either case, we strongly suggest that providing client centric services – things that address their needs, change the dynamics of these models dramatically and should be a part of your go to market strategy.



Up the stack

Which way to go?

High volume path

Sell more to current clients

Sell to new clients

Focus

Tech staff

Marketing & Sales

Focus

Business/  
Operations

Marketing & Sales

Technology  
Services?  
Deep client engagements

Highly technically skilled  
Requisite certifications & competency's  
Solutions orientation

Deeper knowledge  
Consultative solutions selling  
Small-med sales volume  
Med-high \$ transactions  
Longer, slower sales cycle

Products  
Services?  
Lighter client engagements

Thinner margins  
Possibly more budget driven  
Operational efficiencies

Bigger pipelines required  
Less consultative selling  
High volume sales  
Smaller \$ per transaction  
Fast closes