



30/60/90 Day Business Plan

Prepared For:

Hiring Manager

Prepared By: John Doe

Date: _____

The Market Opportunity

My Plan

- By 2017, at least 80% of companies that adopt UBA will achieve at least a 5-to-1 ROI within one year of implementation by achieving productivity gains and lower security or fraud incidence costs.
- The UBA market is relatively immature and a substantial amount of vendor professional services are almost always required to ensure implementation success. The market is characterized by a relatively loose grouping of vendors that provide big data integration along with customizable analytical and visualization tools that sit on top of the data, with specific capabilities in the area of user activity profiling and anomaly detection.

In order to be effective at Securonix on “Day One” in my new role and be on target, I have formulated a plan of action and would like to share it with you and solicit your input.

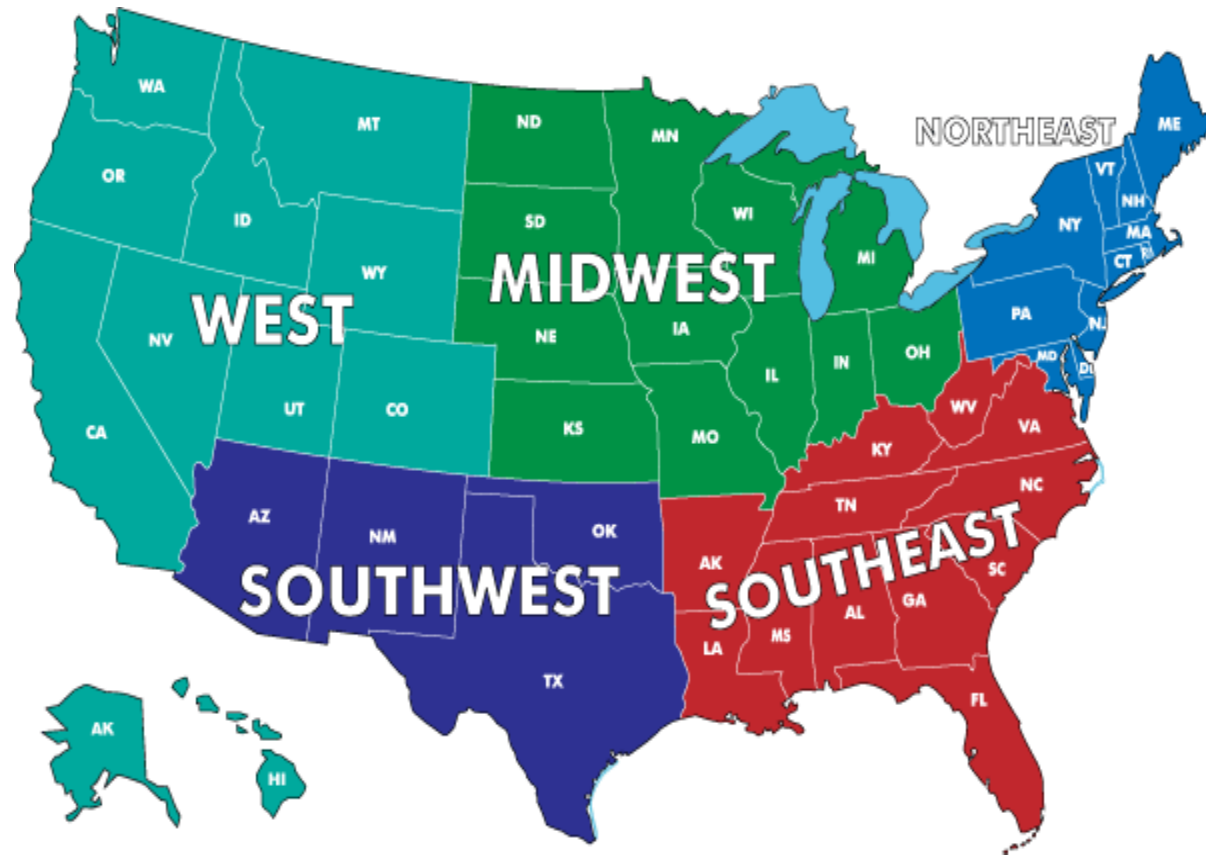
“Quote”

John Doe

First 30 Day Actions

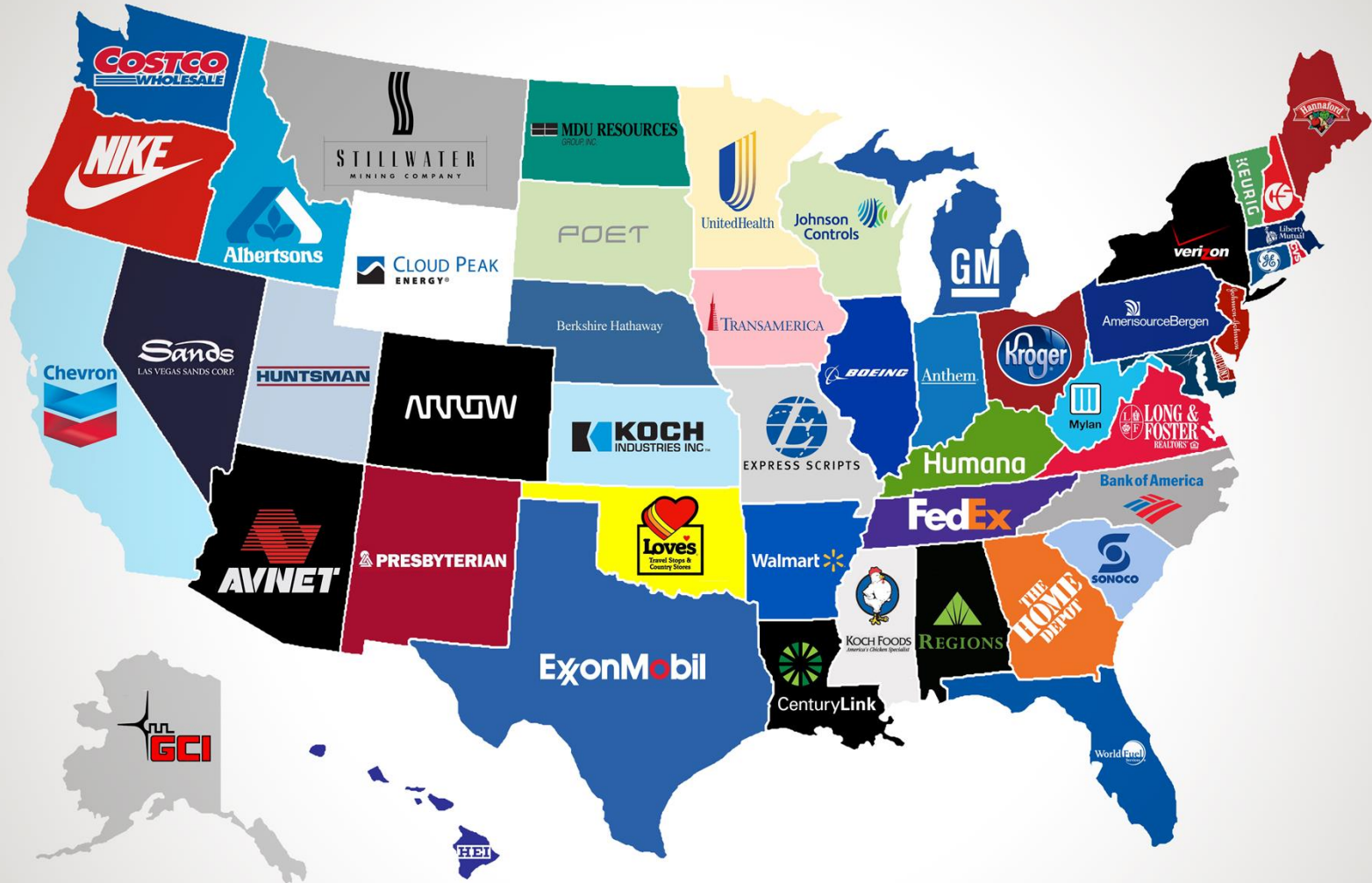
- Attend and complete company training on sales strategy, processes, and products and services.
- Master product knowledge. (Maybe not master, but be deadly)
- Learn about the competition... Fortscale, Exabeam, Gurcul, Caspida and others (market share, marketing strategy, comparisons).
- Learn corporate systems – procedures for paperwork, reports, e-mail,
- Learn how SF is used and understand reports and forecasting methodology.
- Orientation – meet management, co-workers, support departments. Learn company culture.
- Schedule one on one meetings with all direct reports to learn more about them and how they fit into future growth plans.
- Identify top opportunities within territory:
 - Top 10 accounts currently.
 - Top 10 accounts by potential. (*Home Depot, Regions, Koch Foods, Sonoco, FedEx, Bank of America, Humana, Mylan, Long & Foster Realtors*)
 - Top at risk renewal accounts and game plan on what we need to do to save them.
 - Top competitive accounts
 - Identify “problem” or “at risk” accounts.
 - Do a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Training) of company and sales team goals to refine sales strategy.
- Contact all current accounts by letter or e-mail to notify them of my new role with Securonix.
- Visit as many top accounts as possible.
- Continue to dialog with (hiring manager) for performance feedback.
- Have a good understanding of which markets to start direct hiring process.

Suggestion for Southeast Region



First 30 Day Actions

LARGEST COMPANY BY REVENUE IN EACH STATE 2015



Revenue based on latest available data, corporate HQ used as location, no subsidiaries or government entities counted in study. Source: "Hoover's Inc., a D&B Company"

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Top 20 Accounts that I've personally sold within the region

- Home Depot... \$2M eCommerce platform and most recently their 3rd party patching security solution for \$1.1M
 - Coke... \$2.4M IDM (Identity Management platform) security solution for \$1M
 - Norfolk Southern... \$3M storage deal
 - Yum Brands...eCommerce chat solution \$300K
 - FedEx... \$2M storage deal and \$80 chat solution
 - Regions... \$1M security deal
 - Bank of America...\$2.5M security deal
 - Genworth...\$1.2M security deal
 - Dominion...\$500 security deal
 - Family Dollar...\$800K storage deal
 - Carmax...\$1+eCommerce deal and \$250 security deal
 - Hilton (Closed last Q for \$650K)
 - Autozone...\$600K storage deal
 - Weather Channel...\$1M storage deal and \$350K security deal
 - Suntrust bank (Largest tape storage deal of 2003 \$6M)
 - AFLAC...\$1.5 storage deal
 - GulfStream...\$1M storage deal
 - Mohawk...\$800K Security deal
 - Raymond James...\$1.8M storage deal and \$500K security deal
 - TSYS...\$2.5M storage deal
 - TVA...\$500K security deal
- TOTAL REVENUE = **\$36.3M**

First 60 Day Actions

- Visit all top tier accounts and prospects. Use territory knowledge to prioritize accounts.
- Review customer satisfaction with current clients to identify issues.
- Profile accounts and create opportunity worksheets around personalities, preferences, issues, why buy anything? why buy Securonix? why buy now?
- Build rapport with customers. (out in the field)
- Build rapport with sales team, coordinating departments by fine-tuning ongoing interactions. (lead from the front)
- Continue interviewing process and have offer out to at least candidate.
- Schedule weekly forecast calls with sales force.
- Plan attendance at relevant tradeshow/industry event.
- Join all appropriate trade associations/organizations.
- Create sales process for tracking success in the field through SF.
- Work with marketing to create value sales pitch (What makes Securonix different from the other competitors)
- Continue to dialog with (hiring manager) for performance feedback.
- Study to improve product and industry knowledge.
- Continue to practice sales presentations.

First 90 Day Actions

- Continue calling on accounts and prospects within territory. Be visible!
- Ensure that the sales process is fully understood and implemented.
- Work efficiently and effectively to ensure optimum time and territory management.
- Use 80/20 Rule to evaluate time management issues.
 - 80% of your sales will come from 20% of your customers
 - 80% of your problems will come from 20% of your customers
 - 80% of your prospecting calls will not be decent prospects, but 20% will
- Focus on lower-priority accounts to build relationships and revenue.
- Schedule 2-3 executive briefings with top prospects.
- Come up with new and creative ways to get prospects' attention in the field.
- Get input from sales team and marketing on what we can do better.
- Participate in team meetings (seek out areas where I can provide leadership or skill sets that are useful to other teams within Securonix).
- Establish long-term sales plan based on 80/20 rule, SWOT analysis, and goals. (SWOT Strength, Weakness, Opportunities, Threats.)
- Based on information from the field, product management, and my own management, develop strategies designed to defend against competitive threats, product issues or failures.
- Review first 90 days with (hiring manager) to discuss performance and status of business growth.

80/20 Rule

I've used the 80/20 rule for many years and in many different situations. In business, the 80/20 rule explains many different pieces of the puzzle. Specifically, it means that 80% of the results achieved will come from 20% of the actions taken.

HOW DOES This APPLY TO SALES SUCCESS?

- 80% of your sales will come from 20% of your customers
- 80% of your problems will come from 20% of your customers (most likely a different 20%!)
- 80% of your prospecting calls will not be decent prospects, but 20% will

Competitors: 80% of your threats will come from 20% of your competition.

Time management: 80% of your results will come from 20% of your time.

General Rule: 20% of the people will do 80% of the work.

80/20 Rule Continued

Sales: If 80% of our sales are coming from 20% of our customers, any marketing or sales promotion we implement should be designed to appeal to the top 20% of our accounts. They're the ones with the financial ability to buy what we're offering. When I set my schedule for the week, I try to make sure that at least 80% of my time is in the field with customers because that's where the business is.

Competitors: If our biggest threats are coming from the top 20% of our competitors, then we can narrow our concerns to what they're doing and forget about the rest. Focus our strategy where it will have the most impact for Securonix

Time Management: If 80% of results are coming from 20% of our time, I need to figure out what it is about that 20% that makes it so productive. When we pinpoint it, we can duplicate it and increase our productivity and results. What are we doing in the 80% of our time that's not very productive?