



# Closing the Complex Deal

Your Economic Value Proposition  
in 10 Minutes or Less



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# Preamble

- You Have A Great Product/Solution
- Why is it So Difficult to Close the Deal?
- We have had GREAT Meetings, BUT
- Why Can't My Customer Make a Decision?

Learn Why and How to Overcome these Sales Objectives in 10 Minutes with a Robust Economic Value Proposition.

**Let's Get Started!**





# Opportunity Knocks



That was a great offsite meeting. The team really has some good ideas for the new technology. This can be a 'game changer' for us.

Best Meeting Ever. Management wants us to take a look into it and make recommendations. I have already called a few vendors.



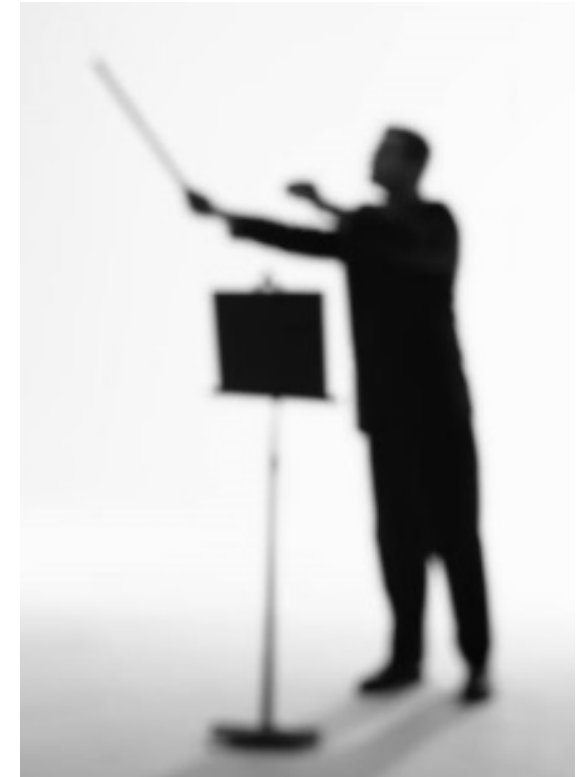
Select vendors may be contacted asking for help and input into the Capital Expenditure (CAPEX) process.

# Round Up the Usual Supplier Suspects

We found an opportunity that we are perfect for. Boss told me to lead the Sales Pursuit Team.



Expect that all competitors are behaving the same way. How will you Differentiate Your Solution?



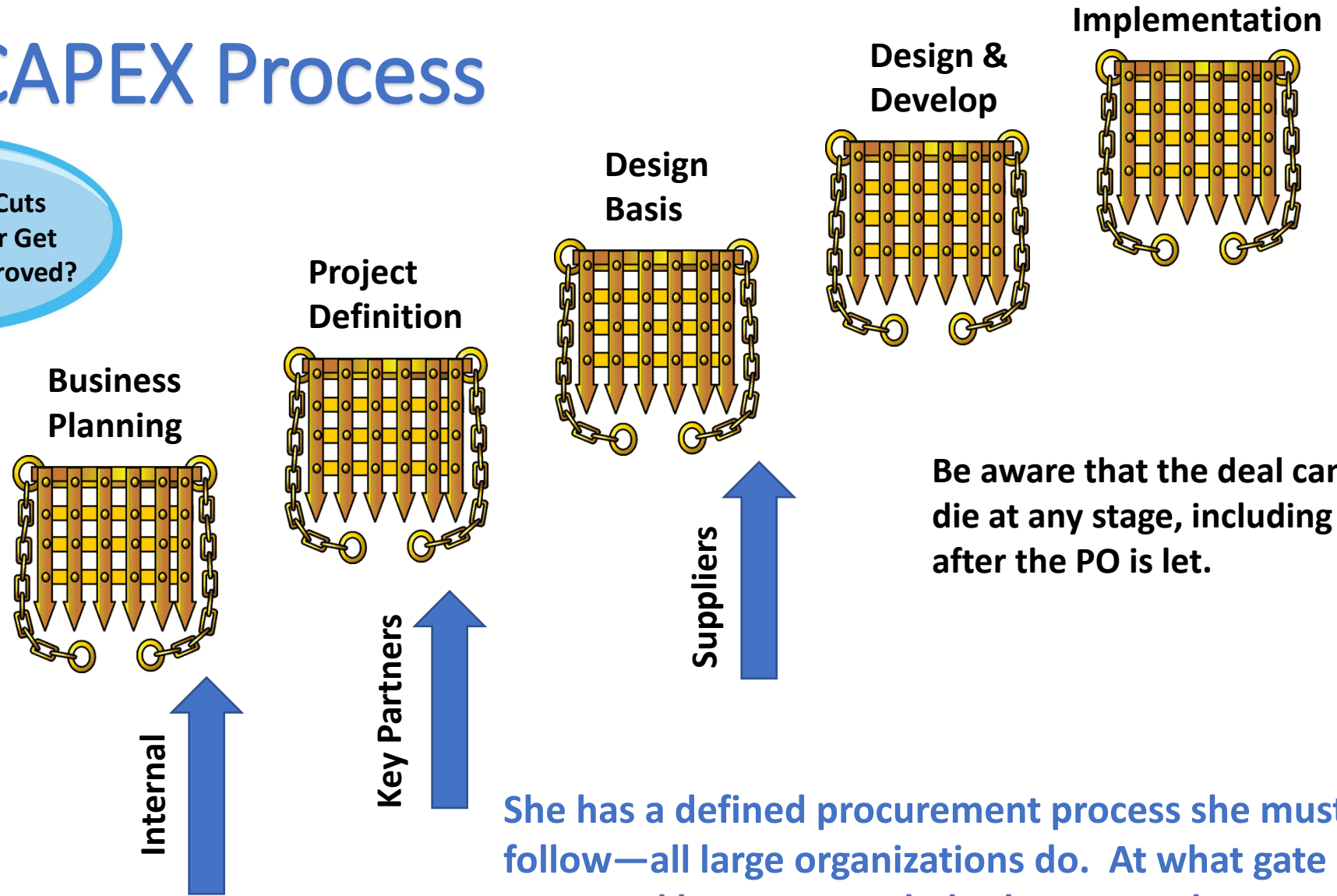
Sales Leadership as a function directing or conducting the customer/internal ecosystems.

# Five Gate CAPEX Process

With Budget Cuts  
How Will I Ever Get  
This CAPEX Approved?



What is her Problem or Pain?



She has a defined procurement process she must follow—all large organizations do. At what gate is her team and how can you help them over the next hurdle? Waiting to Bid as a Supplier? Lost!!

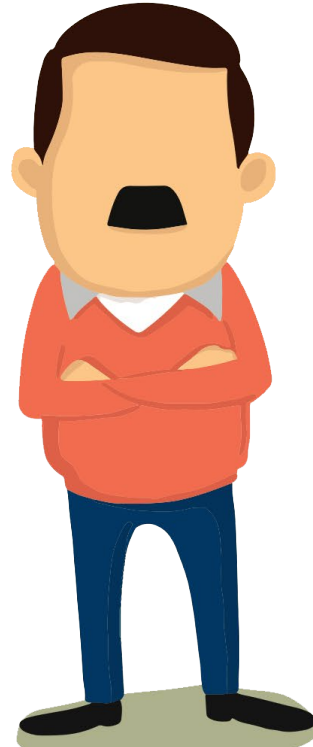
# Customer Deal Influencers



I am the many  
'Users'  
of Your Solution



I am the 'Technical  
Recommender(s)'  
I can say NO but I can't  
say yes



I am Your  
'Coach(s)' Ra Ra!  
I am here to help



I am the 'Economic  
Buyer' with Final  
Approval Authority



You will need to know who these people (may be 3<sup>rd</sup> parties too) are and their 'level' of influence. Usually one Coach and always only one Economic Buyer 'entity' even if it is the Board of Directors.

# Competitors

- So Similar
- Same Price Range
- What to Do?

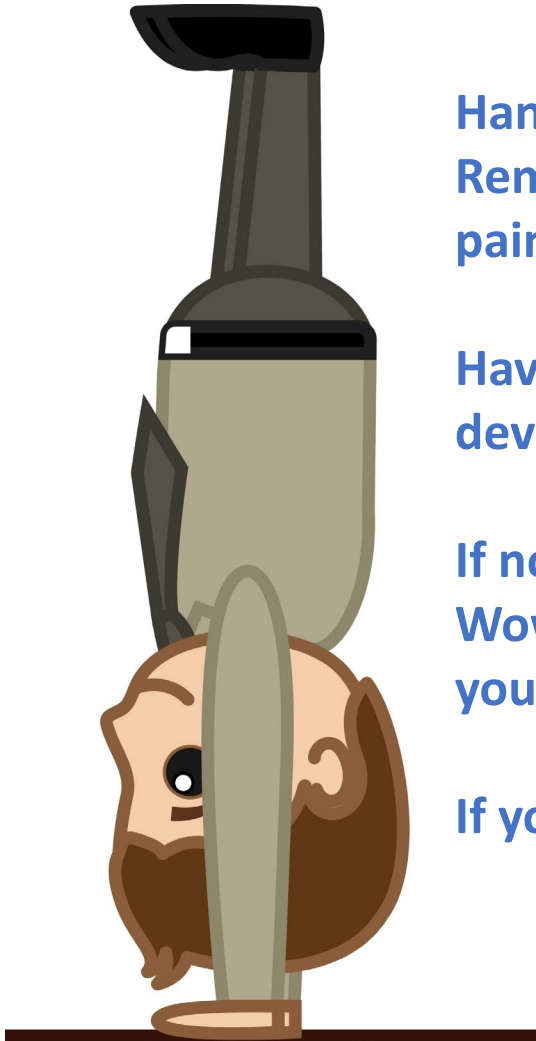


How Can She Cut Through the Noise?





# I Will Do Anything to Close the Deal

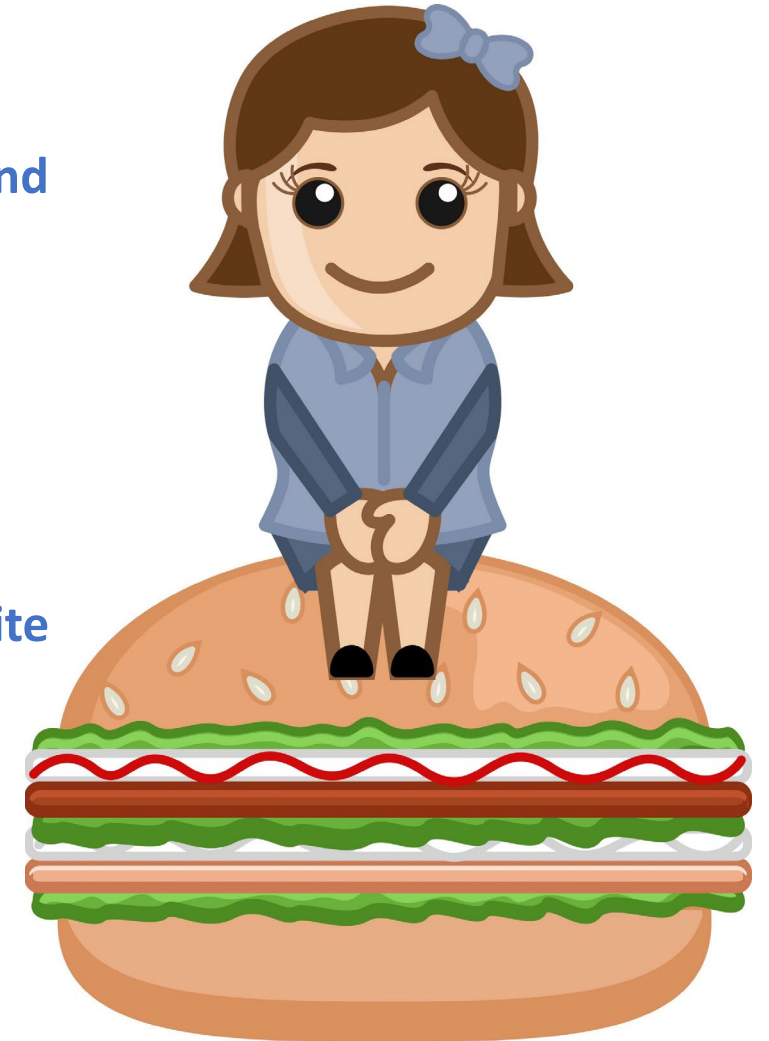


Hand springs and buying lunch may not be enough. Remember, she and her influencers have problems and pain points.

Have you spent the time to learn what they are and develop an appropriate strategy?

If not, what is your excuse? Did not have the time? Wow, then perhaps she may not have the time to write your organization a purchase order.

If you don't have time, read no further.



# Her Problem

Opportunities and Threats.  
How can she mitigate her  
personal risk?

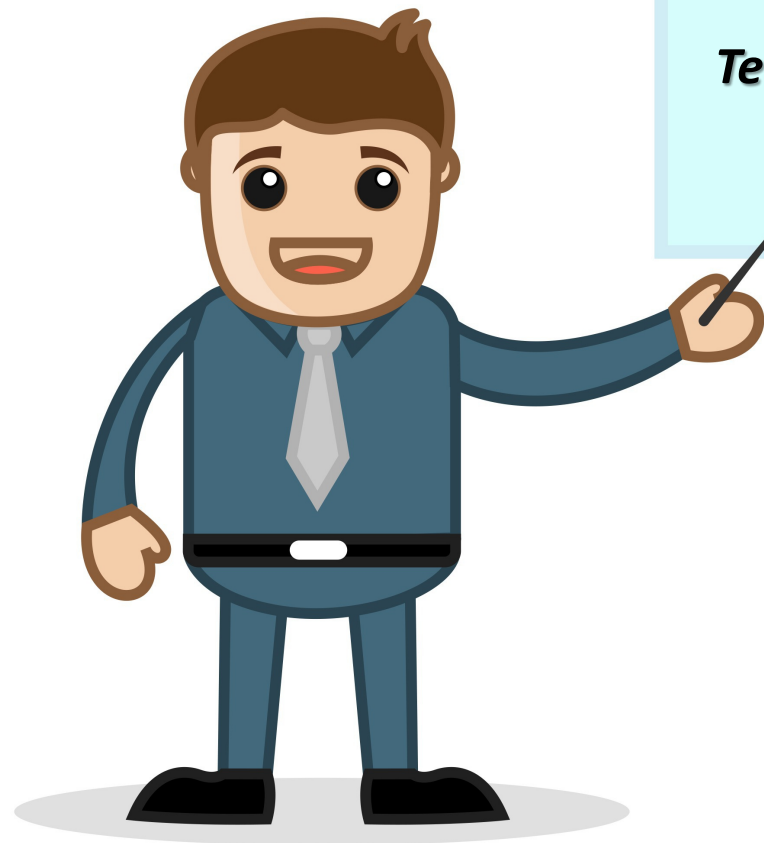
Confirm her concerns and  
if you cannot address  
them, she may not have  
confidence in your  
solution.

It's Not About the  
Technology, Stupid!



- This is a Huge Opportunity
- What if I am Wrong or Fail?
- Will This Get Me Promoted?
- Hope I Don't Get Laid Off
- Can I Trust These Vendors?
- I Don't Have Enough Time with My Family
- Large Bonus—I Hope
- Big Political Battle Going On
- Disruptive Technology Coming
- Worried—Is this the Right Decision?
- My Career is On the Line
- I am a Woman, What Do they Think of My Decision?
- Will This Door Open for Me?
- *BTW—Influencers Share the Same Concerns*

# Believable, Demonstrable, Defendable



**Translate  
Technology to the  
Language of  
Business**

Remember her comment, "With Budget Cuts, How Will I Ever Get This CAPEX Approved?" This an economic problem not a simple matter of 'trust' in a vendor.



**Business Metrics Eats Cool Stuff for Lunch Every Time.** Paraphrasing Peter Drucker.

# Bottom Line—EVPM Model



- Deliverables
  - Tangibles
  - Intangibles
  - NPV
- Developed/Enhanced with Heavy Industry
- Solves 'Her' Problem
- Speaks Management's Language
- Addresses Mystery of Disruptive Technology

Cover Input TCO Economic Value Assessment Dashboard Interactive Chart

### Total Cost of Ownership Overview – Digital Oilfield Software Solution

Sample: To be updated from proposal / contract All Prices in US Dollars

	Initial	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Software License</b>						
Cost per Seat	20,000					
Number of Seats	25					
Total Initial License Price	500,000	0	0	0	0	0
Yearly Maintenance per Seat (%)	22%	110,000	110,000	110,000	110,000	110,000
Configuration	25,000					
<b>Total Software</b>	<b>525,000</b>	<b>110,000</b>	<b>110,000</b>	<b>110,000</b>	<b>110,000</b>	<b>110,000</b>
<b>Company Products and Services</b>						
Professional Services	500,000	50,000	50,000	50,000	50,000	50,000
Technical Services	250,000	30,000	30,000	30,000	30,000	30,000
Misc.	10,000	50,000	50,000	50,000	50,000	50,000
<b>Total Company</b>	<b>760,000</b>	<b>130,000</b>	<b>260,000</b>	<b>260,000</b>	<b>260,000</b>	<b>260,000</b>
<b>Additional 3rd Party</b>						
Professional Services	50,000	25,000	25,000	25,000	25,000	25,000
Technical Services	35,000	20,000	20,000	20,000	20,000	20,000
Misc.	50,000	10,000	10,000	10,000	10,000	10,000
<b>Total 3rd Party</b>	<b>760,000</b>	<b>55,000</b>	<b>55,000</b>	<b>55,000</b>	<b>55,000</b>	<b>55,000</b>
<b>Internal Customer Cost Components</b>						
Business Resources	50,000	25,000	25,000	25,000	25,000	25,000
IT Resources	50,000	25,000	25,000	25,000	25,000	25,000
<b>Total Internal</b>	<b>100,000</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>
<small>Note: Not necessary cash flow but fully burdened cost</small>						
<b>Total Cash Investment</b>	<b>2,045,000</b>	<b>295,000</b>	<b>425,000</b>	<b>425,000</b>	<b>425,000</b>	<b>425,000</b>
<b>Total Internal &amp; External</b>	<b>2,145,000</b>	<b>345,000</b>	<b>475,000</b>	<b>475,000</b>	<b>475,000</b>	<b>475,000</b>

Source: Company estimates subject to change

Update Reset

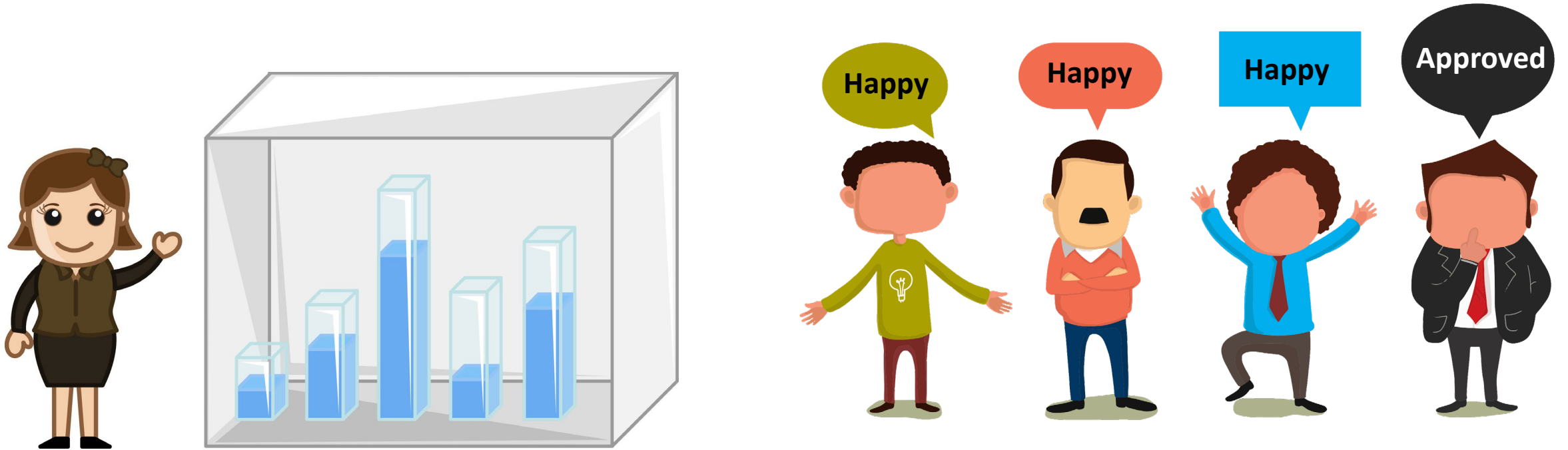
### Economic Value Summary

	Initial	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Investment in Solution	2,145,000	345,000	475,000	475,000	475,000	475,000	4,390,000
<b>Total Economic Value</b>							
Directly Measureable		8,941,989	9,836,188	8,047,790	9,389,088	7,600,691	1,270,656,637
Not Directly Measureable					13,412,984		26,825,967
<b>Total Value</b>		<b>8,941,989</b>	<b>9,836,188</b>	<b>8,047,790</b>	<b>22,802,072</b>	<b>7,600,691</b>	<b>1,297,482,604</b>
<b>Net Total</b>		<b>8,596,989</b>	<b>9,361,188</b>	<b>7,572,790</b>	<b>22,327,072</b>	<b>7,125,691</b>	<b>1,293,092,604</b>
<small>Net Present Value @ 10%</small>							<b>40,915,697</b>

[EVPM Portal](#)

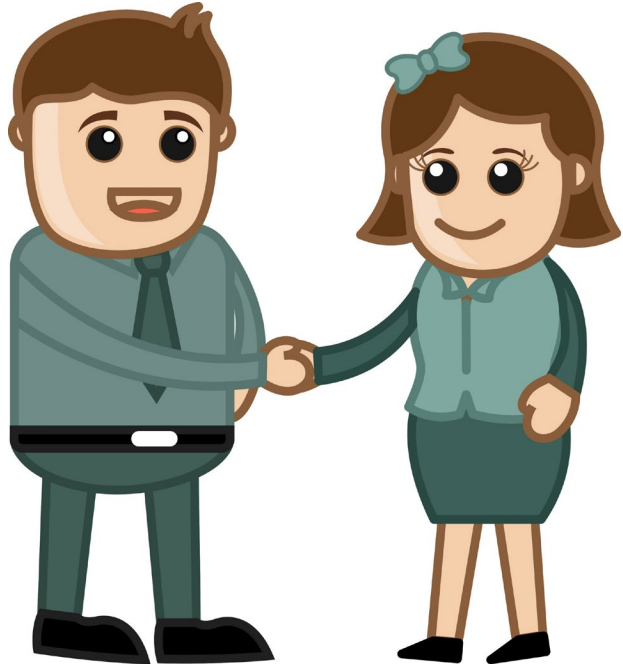


# Ease Her Pain—Solve Their Problems



Memo to CFO, despite a tough market environment, we have *documented* and *demonstrated* an Economic Value Proposition that enhances Shareholder Value.

# Win—Win



She is a Champion—You Go to Club!

Life is Good!



# What to Do?



[We Can Help](#)

[See the Companion Video](#)

[Free EVPM](#)



