



THE REVENUE STEP-CHANGE PROGRAMME

Summary

In 2005 after identifying the key inhibitors to sales growth in the Scottish technology sector, 2in10 designed the most far-reaching transformation programme of its kind ever attempted in Scotland.

A pilot programme proved that the application of globally recognised industry best practise in marketing and sales could tackle the issue that hampers the competitiveness of the Scottish technology sector: how to scale the business through rapid, sustainable revenue growth.

2in10 reorganised our DNA: as a result we already have over \$3m of new license sales in our pipeline and are positioned to close our first \$1m+ deals.

- Professor David Lane, CEO SeeByte Limited

2in10 comprises a team of highly experienced technology sales and marketing specialists, with enviable track records driving revenues for some of the world's leading technology companies including IBM, HP, Oracle and 3COM, as well as extensive experience in the global high-growth start-up sector.

The Programme

The programme's core proposition is to transfer its knowledge, leverage its networks and deploy its skills to deliver revenue step-change by transforming ambitious companies into effective international competitors. This involves a blend of:

- **Knowledge Transfer**, to implement world class marketing and sales processes to ensure that all Products and sales Channels are designed to meet key market requirements
- **Market Intelligence**, to identify and capture real, large market opportunities
- **Execution**, to create a network of Channel partnerships and deliver the key Product documentation that will build future sustainability into the company's revenue growth

Discovery

The Step-Change Programme is based on the 21-module 2in10 Core Curriculum (www.2in10.com/OurProgrammes) that can be adapted to create knowledge transfer programmes bespoke to the needs of each candidate company. A discovery process is used to map the candidate company's marketing and sales competence against the template Market Ready Company™ and Market Ready Product™ and the tailored programme is designed to fill the gap.

Knowledge Transfer

The content covers the essence of Product Management & Marketing, Channel Management & Marketing and is delivered to a senior team from the candidate company; at SME level led by the CEO. It can be expanded into Sales Management and Product Development: the Engineering-Marketing Interface.



The Knowledge Transfer phase tends to be delivered in short-day (4-6 hour) sessions, one per week, very practical and interactive. Case studies from the technology sector are combined with hands-on problem solving and development in the candidate company itself. A typical programme lasts between 4 and 20 weeks depending on need.

Change

During the process the companies are fully re-structured and re-oriented to get a market focus. People are moved into key commercial roles, responsible for ensuring that products and sales channels meet the real needs of their target markets. All the key documentation for the company is created including:

- Market Requirements Document
- Engineering Commit Register
- Product Pricing, Positioning and Messaging
- Channel Partner Programmes
- Channel Partner Recruitment Processes
- Sales Management Processes

We knew we had to make these changes but are now much better placed to exploit our world-leading technology.

- Stephen Lynas, VP Marketing, Nallatech Ltd

Verification

Once the Knowledge Transfer phase is complete the company often requires verification of what it has learned from other practitioners, so 2in10 has built a network of Knowledge Partners amongst the world's leading technology corporations to offer short placements for 2in10 alumni. They include Sun Microsystems, Microsoft Corporation and Freescale Semiconductor who give freely of their time to support small company growth.

These placements, typically lasting two weeks, enabled re-trained executives to experience through immersion the highly dynamic processes, procedures and culture that fuel these companies' global successes. Upon their return to their own company they share those experiences with colleagues to ensure their companies undergo a genuine transformation.

Success

The Programme has been successfully deployed to an increasing number of growing technology companies. For a continuous update on the success of candidate companies in achieving **Step-Change Revenue Growth** please visit www.2in10.com/Companies.

To find how your company could benefit from the 2in10 Step-Change Programme please email: info@2in10.com.

"The world is divided into people who do things, and people who get the credit. Try, if you can, to belong to the first class. There's far less competition."

- Dwight Morrow, 1935