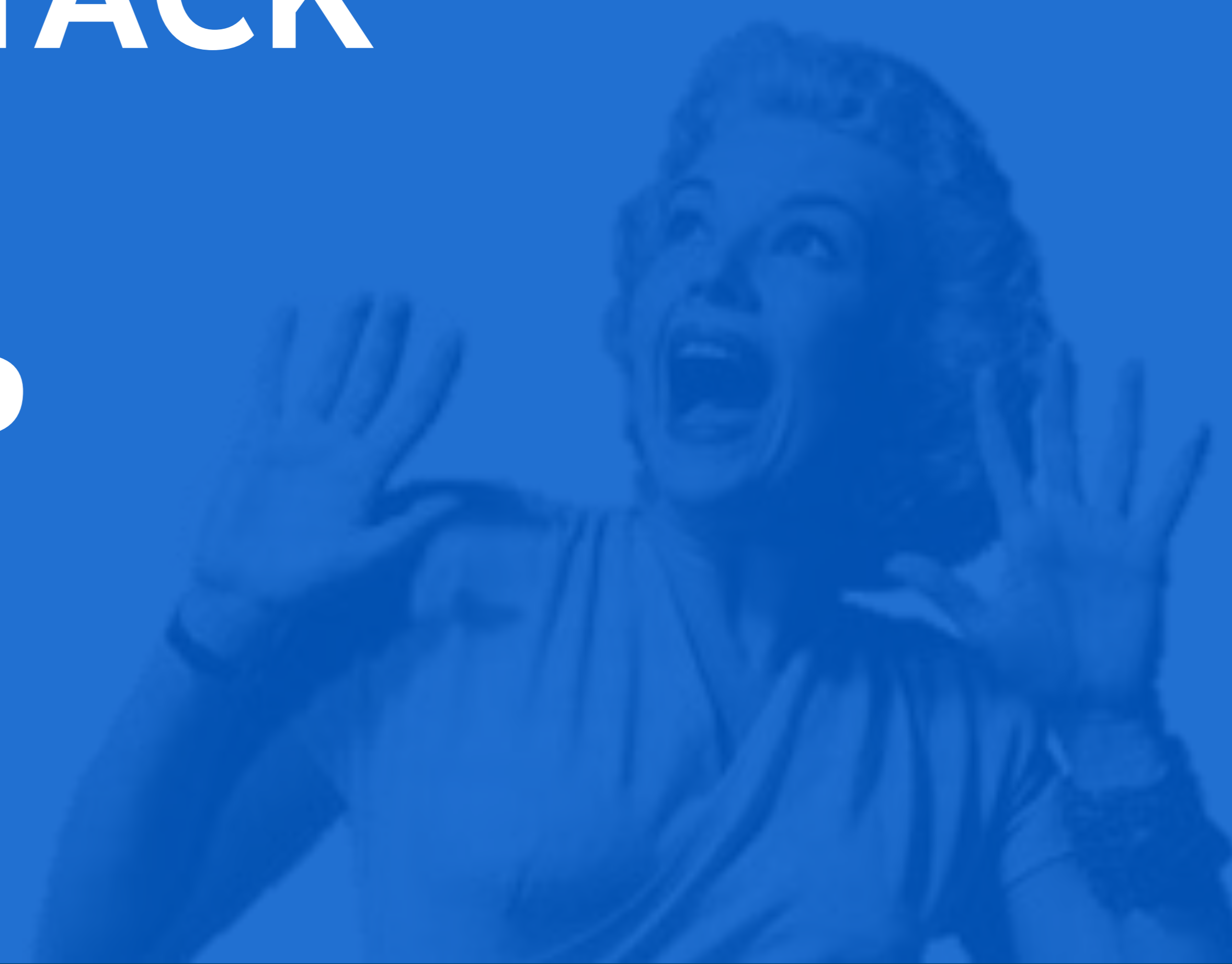

THE COMPLETE GUIDE TO AVOIDING AN ATTACK OF THE SCOPE & MARGIN CREEP



WHAT IS SCOPE AND MARGIN CREEP?

noun | scope and mar·gin creep

1. The process by which clients exceed their anticipated scope of work and/or do not produce the anticipated profit margin.
2. Is a situation that often goes undiagnosed for years.
3. Frequently results from an inadequate presales process.

WHO DOES SCOPE AND MARGIN CREEP AFFECT?



Account Reps

Expect decreased referrals and repeat business, as well as negative customer relationships and poor interoffice communication.



Sales Engineers

Scope and margin creep can lead to excessive drafts of proposals, incorrect solutions, and overlooked underlying technology. It can also strain relations between the team and customers.



Leadership

Company executives will have to deal with greatly diminished profit margins and overextended team members, leading to potentially difficult decisions about staff.



The Customers

The customer you're working with will not appreciate going over time or budget on the project and the constant back and forth, leading to an unsatisfactory experience. Additionally, your other customers will probably suffer as well if you don't have the time to devote to them.

HOW DO YOU KNOW

if you're experiencing an attack of scope and margin creep?

Here are 5 Clues that suggest Scope and Margin Creep are Attacking you!



Clue 1: No Thorough Discovery

- You and your team didn't use a vetted and thorough set of questions in your discovery.
- You just solved surface issues, and didn't worry about underlying issues or going deep.
- The account rep, sales engineers, and implementation team did not sign off on the final solution.

The Fix: Agree as a team on the information you need before you start.

- You experience a lot of change orders.
- There are many conversations.
- There's not a clear documentation of the discussion, so it comes down to memory and guessing.

The Fix: Create a process that prevents proposal creation until the right questions are answered.



Clue 2: Excessive Customer Communication



Clue 3:

Painful Implementation Process

- The customer is not aware of what is and is not included in the solution, leading to confusion.
- The implementation team doesn't have what they need (updates/access to the right buildings) and the customer isn't prepared.
- Your team wastes a lot of time and money with engineers in holding patterns and/or having to do more work than anticipated.

The Fix: Clearly explain and define what needs to happen for seamless installation in your SOW.

- The customer is constantly reaching back out to you because the solution never works as anticipated.
- Training was inadequate or not completed (leading to a lot of service/support tickets).
- Your customer never feels like the solution quite delivers the outcomes promised.

The Fix: Start with anticipated outcomes and work toward those.



Clue 4:
It
Doesn't
Work



Clue 5: Customers Ghost You

- You only ever hear from customers who have issues.
- They don't refer you to colleagues and connections.
- They are hesitant and resistant to work with you again.

The Fix: Lay the proper groundwork to ensure an effective solution & referrals.

SO WHAT'S THE SECRET?

Having the right tool in
your toolbox to ensure success!

Enter CorsPro



STANDARDIZED PROCESS

Including qualification questions, technology dependencies, and steps to ensure that your customer needs are being met, and that your entire team is on the same page from conversation from implementation.



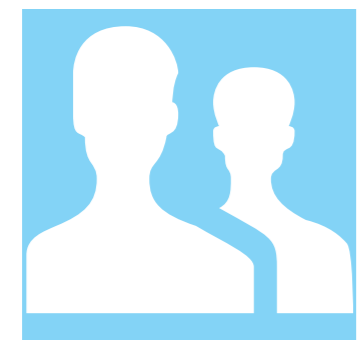
PUTS RULES IN PLACE

There are rules in place to ensure that the qualification process is complete before moving forward with the proposal. This brings everyone together and ensures you are all rowing in the same direction!



AUTOMATES IMPORTANT PARTS

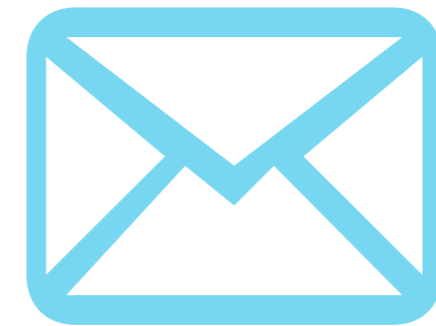
Customer information, dependent technologies, and ancillary assessments are automated so nothing slips through the cracks. It also ensures that the customer is aware of what is and is not included, and their responsibilities during the installation.



IT PROVIDES A STREAMLINED EXPERIENCE

CorsPro ensures a uniform and painless experience for everyone involved and limits the back-and-forth, both between team members and the customer, and delivers anticipated results.

LET'S CHAT ABOUT HOW CORSPRO CAN HELP !



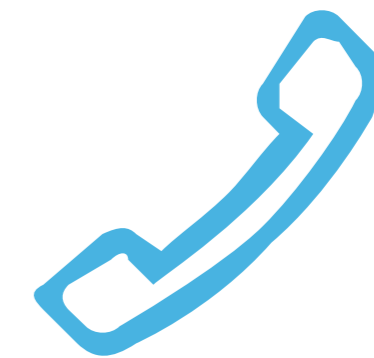
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