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Sell More in Less Time

WRITE A SCOPE OF WORK THAT LOSES MONEY!

Scope Creep is the Quickest Way to Hemorrhage Profit

It's also incredibly easy to have a project that quickly turns into a scope creep situation, especially for technology integrators. Think about it: you have huge projects that span across multiple departments in both organizations with highly technical specifications. There are ample opportunities for miscommunication that can wind up costing you big time.

But Profit Margins Make Businesses Thrive

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Organizations that focus on profit margins:

- Creative incentives programs that reward sales with appropriate commission and bonuses structures.

- Attract and retain innovative high-level management to shape a winning company culture.

- Reinvest in evolving technologies that enable additional sales opportunities.

- Hire adequate support staff to facilitate presales and customer service.

If you're an outlier who doesn't want any of that to happen…

Here Are 3 Tips to Writing a Scope of Work That Loses Money!

Definitely Don't Discover

Whatever you do, don't spend your time on discovery.

Technology integrators who want to make money:

- Have a predefined set of questions designed to ensure that the technology meets the customers' needs.
- Get buy-in from multiple departments to get everyone on the same page and produce consistent results.
- Send a detailed summary to the client for approval.
- Are able to move quickly through the process since it's so automated and organized.

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One of the quickest ways to reduce profit margins is to waste your most expensive resource: staff labor.

In order to profit in technology sales:

- Answers should be consistent from engineer to engineer. If you ask 5 different engineers the same question you should get the same answer from all of them.
- Account reps and engineers have to be on the same page. The team shouldn't have to go back to the customer several times.
- Automation in every step of the sales process ensures that nothing falls between the cracks and catches the human errors that cause scope creep down the road.

LOWER EFFICIENCY STANDARDS

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KEEP CHANGES COMING

Your team should make as many changes as possible.

VARs with high profit margins:

- Avoid change orders like the plague by addressing issues well before you get to implementation (ideally in the discovery/qualification process).
- Define who is responsible for which parts of the installation, let the customer know what is required of them, and list technologies not included.
- Close projects on time because everyone involved, from sales to engineers to clients, were all rowing in the same direction.

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If you want to keep scope creep away – automate!

CorsPro's SalesDoc Architect (SDA) takes the guesswork out of the situation for everyone involved by automating and creating a consistent presales and qualification process that everyone follows.

- SDA calculates billable hours based on the presales process, and includes an assessment of underlying technology.
- SDA helps you use your SOW to outline exactly who is responsible for what, from your team to the customer.
- SDA eliminates the human error involved, reducing back-and-forth as well as implementation delays.

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Let's Chat

ABOUT HOW WE CAN HELP YOU SELL MORE IN LESS TIME

VISIT US
www.corspro.com

CALL US
(571) 399-6995

EMAIL US
contact@corspro.com

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