

Marketing and Selling GoalTrak™ Applications

I. Session 1 - Why use GoalTrak EV?

- a. Brief description of GoalTrak Products
 - i. GoalTrak EV - Enterprise
 - ii. GoalTrak CV – Mentor/Coach
 - iii. GoalTrak PV - Personal
- b. Benefits for you, the consultant reseller
 - i. Add to your value proposition
 - ii. Generate additional monthly income
 - iii. Stay in constant contact with client
 - iv. Keep the client on course
 - v. Uncover new opportunities based on real clients results
- c. Benefits for your clients
 - i. Collaborative goal setting
 1. GoalMail
 2. Annotations
 - ii. Knowledge Repository
 - iii. Current actual results with Personal Dashboards
 - iv. Accountability for performance
 - v. 30 second updates for goal owner – no paper or meetings
 - vi. Integrated objective performance appraisal based on up front agreements
- d. Sales & Marketing
 - i. Sell GTEV as a discrete product
 1. New Customers – tool to ensure execution
 2. Existing Customers - reason to go back – enhanced support
 - ii. Bundle GTEV with your proposals – this is the tool we use to help keep you on track

Off Line work:

- Write a 30 – 40 second verbal script that explains what GoalTrak EV is and how it is used.
 - Describe how you would mention GoalTrak EV in a presentation to one of your clients.
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II. Session 2 – Including Goaltrak™ in your Winning Proposals

- a. GoalTrak EV
- b. GoalTrak CV