What do you have to sell at Knowledgeone Corporation?

What do we market?

Enterprise Content Management (ECM) solutions:

1. Physical Records Management solutions (RMS)
2. Electronic Document Management solutions (EDRMS)
3. Email Management solutions
4. Others: Mortgage Application Processing; Vault Management, etc.

What do we sell?

Products (software)

RecFind 6 – core product, all others are add-on products

- Button
- High Speed Scanning Module
- Web Client
- Mini-API
- GEM
- RecCapture
- eDocArchiving Module
- SharePoint Integration Module
- SDK

Why does a customer need the add-on products?

Services

Consultancy

- Pre-Implementation
- Implementation
- Post Implementation
- Data Conversion

Training

Technical Services

- Installation
- Health-Check

Upgrade Assistance Service

RecFind 6 Modification Service

Convert from on-premise to Cloud

RecFind 6 On-Premise vs in Cloud comparison

Account Development

Your role is to work with a customer to find opportunities where our products and services can add value. For a sale to happen, there has to be a value proposition; there has to be definable benefits to the customer. Your role may also often mean helping the customer contact to construct a cost benefit analysis and even a cohesive, professional submission to management for the funds required.

However, the first task is to uncover an opportunity for our products to add value by solving a 'problem.' This requires an understanding of the business' objectives and business processes. First you identify a problem and then you determine whether a combination of our software and services can solve that problem. Sometimes the problem is a 'fit' for us and sometimes it is not. It is important that we don't propose a solution where it is not a good fit for our products and services. We haven't had a failed project or been sued in 34 years and we would like to keep it that way.

Sometimes it is easy. For example, users are complaining that they don't have access to a RecFind 6 client license or complaining that they have no quick way to process 20,000 pages of new paper documents each month or telling you that there is a need to support remote and travelling users or that senior management has dictated that emails need to be better managed or senior management has decreed that the business must digitize its records, etc., etc. These are all easily addressed opportunities. However, if we do not have effective account development practices in place we are ignorant of them.

Often it is harder than it should be because the existing main customer contact doesn't know about the 'problems' or doesn't regard the problems as his/her responsibility and or doesn't think we have the capabilities to help. Worst of all is the situation when our prime customer contact is, for whatever reason, the wrong person to deal with when trying to find new opportunities in the business. This is when your main challenge is to find a better contact for account development.

Sometimes, the best approach is the upfront one. You ask a senior manager if you can have his/her permission to examine the work processes in his/her area and determine if we can add value or not. The initial review is at our cost and comes under the heading of pre-sales; this approach is usually called the Consultative Selling Paradigm.

Whatever approach you use, your job is to uncover a 'problem' whereby we can provide a solution and add value to the client's business. We don't have any customers that use all of our products, that use all of our services or that even have the maximum number of client licenses. The opportunities are always there, your challenge is to:

1. identify the problem
2. quantify the problem
3. get the customer to agree it is a problem
4. discuss possible solutions with the customer
5. agree with the customer on the best solution

6. propose the best solution
7. convince the customer to approve our proposal

Basically, if you don't form a good (empathic) relationship with customer contacts and don't ask enough questions, you will never find out about the opportunities. Ergo, you need to form empathic relationships with the 'right' customer contacts and you need to ask questions if we are to be successful.

New Business

New Business Leads

Leads for new business come from various sources, for example, customer referrals, public tenders (RFPs and RFIs), inquiries on our website and sales person prospecting.

Public tenders are the hardest business to win especially if you do not have any prior engagement with the prospective customer. They are also the most expensive and time-consuming to bid for. It is very rare for us to respond to a public tender where we don't have prior engagement.

The best leads are where we are the only contestant. This often happens with referrals, especially industry referrals. For example, one union branch already using our products refers another union branch to us for a similar solution. One not-for-profit organization already using our products refers another to us for a similar solution.

Obviously, you won't get many referrals if you do not ask for referrals.

New Business within existing customers

There are also many new business opportunities within existing customers and they should theoretically be the easiest to win because we are a proven and established incumbent. We have many large customers where our existing solution is just a tiny, tiny part of the total operation. There are multiple divisions and departments within every major customer that have never heard of us and that have no idea that we may be able to solve a problem for them just as we have solved a similar problem in another part of the organization.

Obviously, it is important to start with an organization chart followed up with research into what the other divisions do and then to find a way to make contact with a senior executive; preferably via an introduction from an existing contact.

Existing websites

There is a plethora of information on our websites about our products and services. You need to become extremely familiar with this valuable source of knowledge. The more you know, the more successful you will become.

www.knowledgeonecorp.com

www.k1corpGEM.com

www.rf6cloud.com