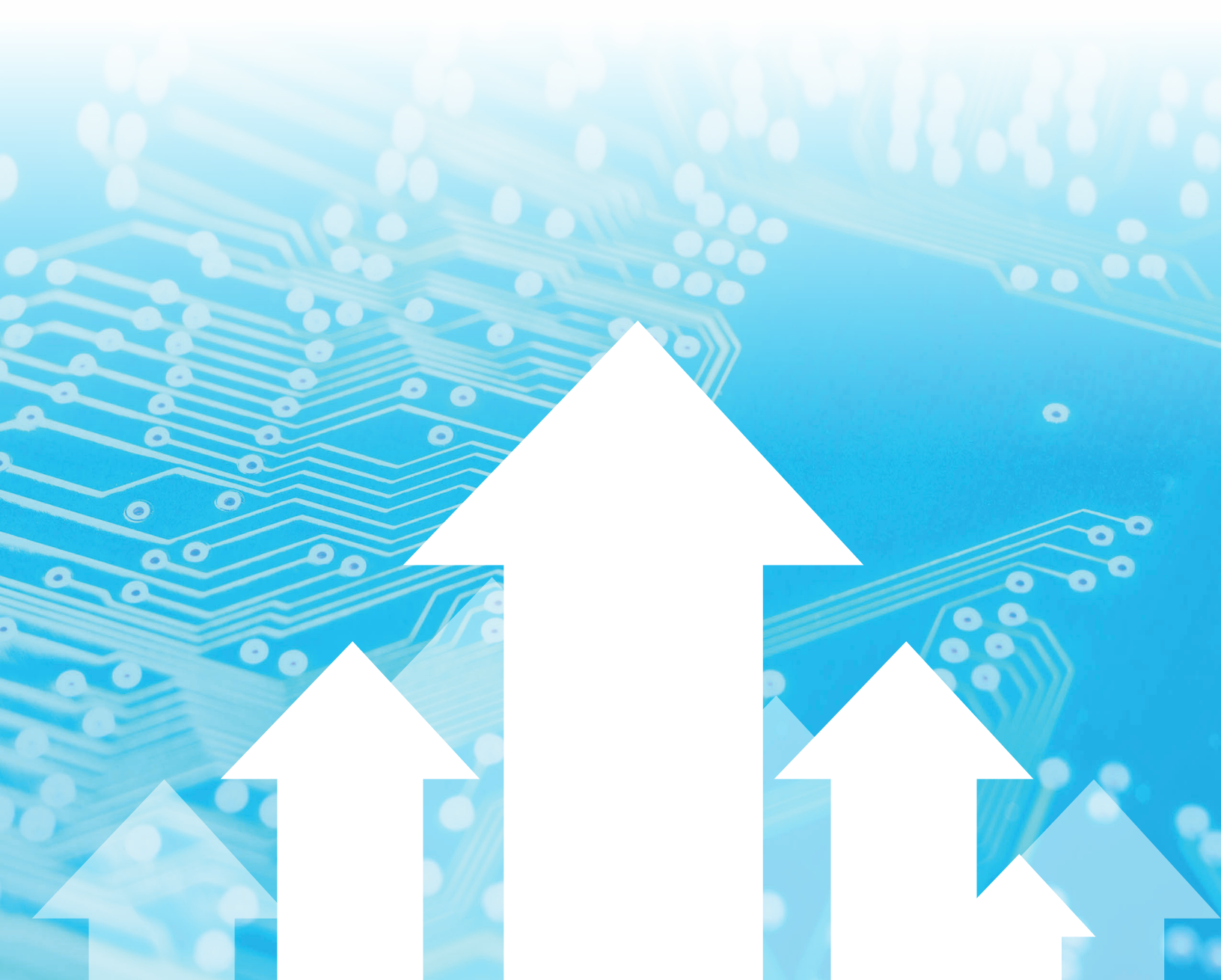




Drive Designs and
Boost Revenue
with **Solution Selling**





How do the industry's pacesetters explain their success in a semiconductor and component market whose growth has been sluggish in the past decade?

Two words: Solution Selling.

Companies like Intel, Qualcomm, and Broadcom have been forerunners on how to optimize both selling and revenue.

They conduct themselves not as chip companies, but as solution companies. Not competing for single sockets, but delivering a larger portion of what goes into the end product. Not working at a device level, but becoming an invaluable asset for their customers in their quest for better solutions to their design problems.

You Can Too

Today's customers are well informed. Most of your large customers have developed sophisticated methodologies for selecting and sourcing components for their end systems. They typically approach you with extensive knowledge about the device they ask you to quote as well as alternative competitive offerings. By extending the interaction with your customers beyond a specific device to a more collaborative solution for their broader problem, you can become a solution seller, and increase the value you provide to your customer. This involves becoming more familiar with the design specifications of the sub-system they develop, and identifying additional sockets where your products can be leveraged.

This cross-sell/up-sell thinking will differentiate your sales representatives from those of your competitors' and help them develop a productive relationship with buyers. It is also the most compelling way to gain market share, and increase your company's revenue and value in the marketplace. Despite the fiercely competitive environment of the industry, your sales teams can maximize revenues by becoming solution sellers — capturing every possible socket, winning more designs, and closing more deals.



How it Works

Research Tools: It starts with preparation and research—your sales team needs to be knowledgeable about the opportunity. That implies, knowing the customer, understanding the project they are working on, having a good grasp of the challenges they are trying to solve, and being well-informed with the technical details of the solution they have in mind. Much of this information can be collected before the first interaction with the customer, and the rest could be obtained through the sales process.

CRM System - Insights and intelligence on potential sales opportunities should be well documented in your CRM system, so as to ensure continuity in the sales process, and to facilitate collaboration. While there are many CRM solutions available, most of them do not address the unique needs of the semiconductor and components industry.

- Common CRM systems – A good generic CRM system typically will include the following capabilities:
 - o Support for contacts, leads, and opportunities with easy documentation and access
 - o Opportunity funnel management, allowing you to prioritize resources, plan activities and monitor the progress of the deal
 - o Mobile data entry and review, so your sales reps can have access on the go
 - o Access to marketing automation and sales tools
- Semiconductor / Components specific solutions – A CRM system for addressing the unique needs of the semiconductor and components industry should also support the following:
 - o Design life cycle
 - o Multi-tiered fulfillment chain (Distributors, ODMs, EMS/CM)
 - o Design registrations
 - o Business transfer
 - o Tracking revenue against designs
 - o Integration with quotes, contracts, ship and debits, and POS data





Solution Selling Application - While your CRM system can capture and manage your design funnel, to become a solution seller, you will need a Solution Selling application to help you identify various elements of the overall solution that you can provide for your customers. Such a solution selling application should consolidate your knowledge about the customer problem and perceived solutions, as well as knowledge of your company's product portfolio and capabilities. The role of the Solution Selling application is to show your sales team where and how to address specific elements of the solution that the customer has in mind. This could also include multiple additional sockets your product line can address, in addition to the socket you were asked to quote.

Revenue Management Solution – After all elements of the solution have been addressed, you will need to effectively address the opportunity to capture the design win for as many sockets as you can. This requires an effective revenue management solution, which is seamlessly integrated with your CRM system and Solution Selling application. Such a revenue management solution can enable you to:

- Deliver a quote for the opportunity devices
- Negotiate a contract
- Handle shipping and billing
- Manage your channel partner relationships

Reconcile every detail with POS data

A good revenue management solution will also give you tools to perform deal analysis and the intelligence needed to ensure optimal profitability for your contracts.

How We Pull it all Together is What Sets Us Apart

Model N offers a mature, collaborative platform to help you become a solution seller and maximize your revenue capabilities. It enables you to address the big picture, and become a valuable resource for your customers. Our suite of revenue management solutions can help you improve and standardize your business processes and eliminate the need to develop and implement on your own.

The Model N solution is built to encapsulate a holistic and unified approach to managing the entire deal flow — design registration and opportunity management, solution selling, design-win and pricing, quoting, contracts, and channel management — helping our customers improve business operations year over year.



For example, the Model N solution:

- Helps transform each sales person and manufacturing representative, into an effective solution seller, regardless of how new or knowledgeable they might be. Sales and manufacturing executives can be better equipped to capture every relevant socket on a board and drive more designs into the funnel.
- Unifies sales operations, so every sales rep shares the same knowledge base, receives the same guidance and can perform at the same level.
- Guides the sales representative by recommending additional opportunities to drive more designs into the funnel.
- Gives you a timely and reliable view of your complete direct and channel business — a global view of all your accounts, putting you and your managers on the same page quickly — and enables you to focus on accounts that need your involvement.

Numerous customer case studies demonstrate that Model N's enterprise revenue management suite is the most user friendly, comprehensive, and seamlessly integrated platform that has helped companies organically rejuvenate their business operations.

One example is Atmel Corporation, which deployed Model N's Revvy Sales in conjunction with our Revenue Management platform in less than 6 months. Atmel implemented Model N's platform throughout their sales organization to improve the conversion of opportunities to contracts, and achieved:

- 5% increase in visibility into opportunities
- 15% increase in contracts documented in CRM
- 20% increase in accounts documented in CRM
- 15% increase in opportunities documented in CRM
- 300% increase in activities documented in CRM

Another example is Microchip Technology, which deployed Model N to 2,600 users in 38 sales offices and 75 distributor and channel partners worldwide. They were able to dramatically improve visibility into demand and increased their quote volume by 70%, while reducing quote cycle time by 50% without any additional headcount.



Discover Value

Put us to the test. Treat your company to our FREE Value Discovery Workshop.

We'll meet your key managers (only two hours' time needed by each) in a two-day session that will quantify your opportunities for sales effectiveness and revenue improvement by:

- Uncovering gaps in processes and tools as compared to best practices
- Pointing out areas of opportunity for revenue improvement
- Suggesting ways your company can boost its business value

Since our founding in 1999, we've delivered enviable ROI to more than 30 leading semiconductor firms and contract manufacturers like Intel, AMD, Atmel, Microchip, Micron and ON Semiconductors.

Our solutions are implemented in 100 countries, with over \$100B in revenue and over 50 thousand users

We can do the same for you. See [a video](#) of how Revvy Sales can assist as you embark on Solution Selling. [Contact us](#) today for a 1:1 complimentary consultation. We look forward to hearing from you.



Model N is the leading provider of Revenue Management and analytics solutions for Life Sciences manufacturers. Our Revenue Management solutions deliver substantial value by enabling our customers to capture lost revenue, improve gross margin, and reduce financial risk. Top ten and emerging industry leaders use Model N analytics solutions to gain actionable intelligence and drive strategic decisions across Marketing, Sales and Finance. www.modeln.com