

## Offer Development, Packaging and Pricing Strategy Support

### Initial Key Action Items and Activities

<i>Outcome</i>	<i>Activity</i>	<i>Participants</i>
<i>Review current state, identify offer objectives, define target outcomes</i>	<ul style="list-style-type: none"> <li>✓ Group conference call.</li> <li>✓ Key stakeholders share their goals and desired outcomes. Timeline, roles, responsibilities and next steps defined.</li> </ul>	Key leaders and stakeholders
<i>Revenue analysis</i>	<p>List of key information needed, provided by Neural.</p> <p><u>Partner investigates and gathers critical data:</u></p> <ul style="list-style-type: none"> <li>✓ Total current revenue, services revenue, license revenue</li> <li>✓ Average gross services margins</li> <li>✓ License and service revenue by industry</li> <li>✓ Average deal size</li> <li>✓ Largest license deal, smallest license deal, average</li> <li>✓ Largest implementation, smallest, average</li> <li>✓ Longest deployment time, shortest deployment days, average deployment days</li> <li>✓ Key costs</li> </ul>	Partner prepares required input data
<i>Understanding changing buying behavior and pricing psychology</i>	<p>Neural provides a live skype webinar session (2 hours)</p> <p><u>Key topics:</u></p> <ul style="list-style-type: none"> <li>✓ Understanding Buyer 3.0</li> <li>✓ Levels of organizational change required</li> <li>✓ Marketing is the new sales</li> <li>✓ Why fixed price offers</li> <li>✓ Pricing psychology</li> <li>✓ Offer development best practices</li> </ul>	Neural facilitates Broad attendance, key executives to attend
<i>Define customer value proposition</i>  <i>Define competitive differentiation</i>	<p>Small working team group call</p> <p><u>Discussion of:</u></p> <ul style="list-style-type: none"> <li>✓ Core competencies, domain expertise, specialization</li> <li>✓ Review competitive offerings</li> <li>✓ Competitive pricing</li> <li>✓ Define core value proposition</li> </ul>	Small working group and Neural discussion

<p><i>Target Market Segmentation</i></p>	<p>Partner conducts research and completes worksheet</p> <p><u>Market Segmentation:</u></p> <ul style="list-style-type: none"> <li>✓ Customer clustering – revenue by industry</li> <li>✓ Market definition</li> <li>✓ Opportunity size assessment</li> <li>✓ Definition of market segments</li> <li>✓ Identification of common buyer needs</li> </ul>	<p>Partner completes required work</p>
<p><i>Industry Specific Emotional Messaging Framework (EMF) Development</i></p>	<p>Facilitated emotional messaging process via skype (2 hours)</p> <p><u>Topics</u></p> <ul style="list-style-type: none"> <li>✓ Identification of industry drivers</li> <li>✓ Identification of key buying triggers</li> <li>✓ Business impact analysis and prioritization</li> <li>✓ Core pain identification</li> <li>✓ Solution and offer mapping</li> </ul>	<p>Neural facilitates Key stakeholders</p> <p>Need input from sales, customer success and professional services.</p>
<p><i>Subscription offer development</i></p>	<p>Group working conference call</p> <ul style="list-style-type: none"> <li>✓ Review of current services and pricing history and approach</li> <li>✓ Identify 3 potential packaged offers good, better, best for target vertical industry to accelerate sales</li> </ul>	<p>Working team &amp; Neural</p>
<p><i>Definition of Quick start implementation packaged offers (if applicable)</i></p>	<p>Group working conference call</p> <p><u>Implementation packages:</u></p> <ul style="list-style-type: none"> <li>✓ Review of current implementation services</li> <li>✓ Identification of input costs</li> <li>✓ Review of must have vs nice to haves</li> <li>✓ Identify points of delay</li> <li>✓ Identify 3 potential start up packages good, better, best for target vertical industry to accelerate sales and deployment</li> </ul>	<p>Working team &amp; Neural</p>
<p><i>Identification of New Differentiated Services</i></p>	<p>Group working conference call</p> <p><u>Differentiated Optimization Services</u></p> <ul style="list-style-type: none"> <li>✓ Identification of pre-sales packaged offers</li> <li>✓ Identification of post-sale optimization services to drive consumption and reduce churn</li> <li>✓ Identify new recurring revenue opportunities</li> </ul>	<p>Working team &amp; Neural</p>

<p><i>AppSource Offer Definition and Listing Optimization Best Practices</i></p>	<p>Partner conducts work and provides Neural for review and feedback.</p> <p><u>AppSource Listing Creation or Optimization</u></p> <ul style="list-style-type: none"> <li>✓ Identification of potential product or service offers that can be offered on AppSource</li> <li>✓ Partner designs AppSource listing according to the marketing best practices guide provided by Neural</li> </ul>	<p>Partner team</p>
<p><i>Development of Offer Pricing Page</i></p>	<p>Partner conducts work and provides Neural for review and feedback.</p> <ul style="list-style-type: none"> <li>✓ Neural provides pricing and packaging guide</li> <li>✓ Neural provides pricing landing page template</li> <li>✓ Partner creates pricing landing page and provides Neural for feedback.</li> </ul>	<p>Partner marketing team</p>
<p><i>Identification of strategies to increase customer success, accelerate deployment (if applicable) and increase delivery efficiency.</i></p>	<p>Partner has an internal working session with professional services team to identify key areas to increase efficiency</p> <p><u>Deployment Acceleration and Efficiency Review</u></p> <ul style="list-style-type: none"> <li>✓ Conduct AppSource review for potential ISV solutions to leverage.</li> <li>✓ Search for target 3<sup>rd</sup> party tools.</li> <li>✓ Identify and release resources to create checklists, assessment and other process assisting workflow or assets.</li> <li>✓ Partner identifies resources to release and make available for repeatability tool development</li> </ul>	<p>Partner professional services team</p>
<p><i>Prepare Credibility and Proof Points</i></p>	<p>Partner sources data and secures target customers Neural provides feedback</p> <p><u>Credibility and Proof Development</u></p> <ul style="list-style-type: none"> <li>✓ ROI evidence gathering</li> <li>✓ Partner creates 1-minute video</li> <li>✓ Customer testimonial or case study development</li> </ul>	<p>Partner completes required work</p> <p>Neural can be hired to provide video &amp; case study development We can help as much or as little as needed <a href="https://neuralimpact.ca/videoandcasestudieservices/">https://neuralimpact.ca/videoandcasestudieservices/</a></p>

<p><i>Identify next best offer for upsell, cross sell post offer purchase</i></p>	<p>Partner brainstorms ideas and provides Neural for feedback and input</p> <p><u>Cross Sell/Upsell Opportunity Identification</u></p> <ul style="list-style-type: none"> <li>✓ Identification of next best offer</li> <li>✓ Penetration strategies</li> <li>✓ Target account penetration strategy</li> </ul>	<p>Working team &amp; Neural</p>
<p><i>Action plan development</i></p>	<ul style="list-style-type: none"> <li>✓ Partner populates the implementation and change action plan template provided</li> <li>✓ Neural provides input and guidance</li> </ul>	<p>Working team and Neural</p>
<p><i>Outcome review and measure</i></p>	<p>One-hour call post launch of offer to review and discuss results.</p> <p><u>Post Launch Review Call</u></p> <ul style="list-style-type: none"> <li>✓ Lead report review</li> <li>✓ Discussion of challenges</li> <li>✓ Successes achieved</li> <li>✓ Next optimization steps</li> </ul>	<p>Working team and Neural</p>

NOTE: The number of group Webinar calls will vary, but will include a minimum of two which are 1-2 hours in length. The number of Skype/Teams working group calls needed will vary and will typically be between 30-60 minutes in length. Topics can be grouped together based on team progress made and level of guidance needed.