



What is SDP?

The Sales Decision Process (SDP), is a process in which customers and vendors can work collaboratively throughout the sales cycle. This collaboration drives the sales toward a final decision SDP steps can include:

- Presentations
- Demos
- Buy-in from stakeholders
- Budget approval
- Business Cases
- Case Studies
- Reference visits
- Contract negotiations

Each sales cycle is essentially a project with associated milestones, tasks, and deliverables that require participation, coordination, and contributions from multiple individuals on both the customer side and vendor side.

Historically, this has been done through the inefficient common sales practice of Close Plans or Solution Evaluation Plans that pass information in Excel or Word Documents back-and-forth between customer and vendor. This creates challenges with version control, data latency, poor visibility, and lack of productive participation.

With SDP you can expect the following benefits:

1. **Faster Close Rates and Lower Cost of Sale:** Instead of dealing with the laborious process of constantly filling-in, filing, and sending Excel or Word based Close Plans, you can simply update SDP online. SDP gives you the functionality to efficiently and dynamically manage the sales cycle online by effortlessly: generating milestones, assigning tasks, sending reminders, and tracking completion dates. A more efficient sales cycle equals faster close rates and lower total costs of sale.
2. **A Competitive Advantage:** SDP functionality gives you a competitive edge with the most powerful online sales collaboration tool in the world. SDP drives tighter collaboration, greater efficiencies, and clearer communication during every step of the sales cycle giving you a *significant edge* over your competition.
3. **Reliable Close Dates:** Effective collaboration between customer and vendor on every step in the sales cycle (working backwards from a final decision) will drive towards on-going check-points and mutual agreement on a reliable close date.
4. **One Source of Truth:** Instead of passing Word or Excel based Close Plans back-and-forth that suffer from version control and scattered islands of information – SDP empowers you with secure web-based access from any browser to instantly view consolidated information (including GANTT charts) on the up-to-the-second sale cycle status. This offers timely and efficient updates to accurately calibrate expectations for the customer, sales management, and the entire extended sales team.
5. **Security:** SDP offers secure and customized access. You control which individuals have access to your SDP, as well as their ability to view, modify and delete content. Each individual will have a User ID and Password so you know who is logging-in; when they are logging-in; and what parts of the SDP they are accessing. This eliminates the risks associated with passing sensitive sales cycle information back-and-forth through Word or Excel or e-Mails where it could get lost or fall into the wrong hands. SDP lets you decide who has access, what they can see, and what they can do.