

# Benefits Discovery Workshop

from Shark Finesse® Ltd

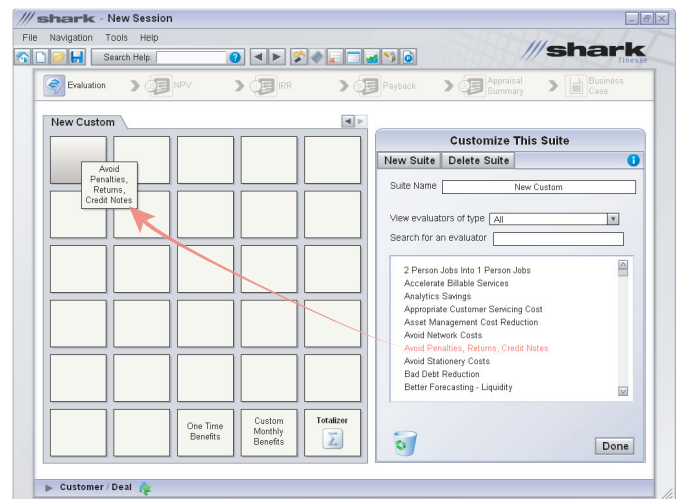
Shark ROI Software helps prepare ROI based value propositions for decision makers, helps prove the business value of technology solutions via a business benefit template and produces economically justified proposals for clients to help secure budget approval.

## 1-day workshop for customisation of Shark 'Evaluator Suites'

Facilitate and run a 1-day consultancy based workshop, attended by the client product, sales and pre-sales specialists to identify the economic and business benefits of the clients solutions, as well as the types and families of economic evaluators required.

This session will be held at either the client's or the Shark Finesse offices and will be facilitated by Shark Finesse value experts who have extensive knowledge and expertise from sales, finance and value-programming perspectives.

During the workshop the Shark Finesse value expert will use the Shark Generic ROI software as a basis to identify the clients Business Benefit menus.



## Workshop Agenda

<b>Workshop Facilitators:</b>	To be advised
<b>Date:</b>	To be advised
<b>Resource Required:</b>	Client Product Managers, Pre-Sales Specialists and Sales/Marketing Representatives
<b>Venue:</b>	Shark Finesse Ltd or Client Premises

- Objective setting – including definition (e.g. what is an economic benefit?)
- Discussion on ROI theory and the production of business cases and where they fit in the sales cycle
- Discussion of client's own features and benefits of solutions and how readily they convert to economic arguments
- Presentation and discussion of existing Shark Finesse evaluator suites already available in the Shark generic ROI software
- List clients economic benefits that relate to the existing economic arguments in Shark generic software
- Agree assembly of evaluator menus in Shark, using Custom Evaluator Suite feature (e.g. Industry/Solution Set)
- Wrap up session - confirm client's 'blueprint' Evaluator Suite and agree next steps