

Presentation Outline

- Opportunity
- Sale
- Principles, Process, Tools
- Deliverables
- Case Study: Software Development Client
- Questions



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The Opportunity

- Establish rapport
- Build trust
- Good fit?
 - Understand customer pain
 - Demonstrate understanding
 - Demonstrate ability to resolve pain
- Education



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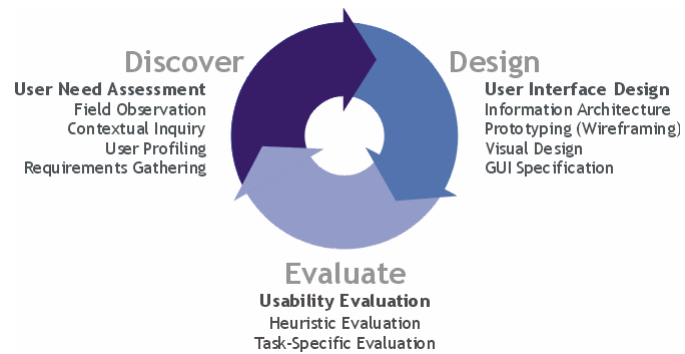
Sale

- Determine who are the decision makers
- Determine scope, budget and timelines
- Understand customer pain
- Select appropriate service offering
- Close the sale
 - Statement of work
 - Legal
 - Finance

Principles, Process and Tools

- Principles
 - Educate customer throughout engagement
- Process
 - Compliment existing process
 - Introduce new tools into process
- Tools
 - Select appropriate tools

Tools

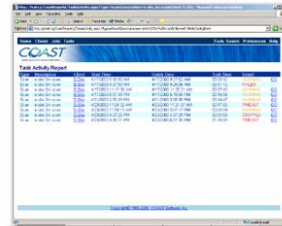


Deliverables

- On time and complete
- Satisfy customer's business goals
- Professional presentation of deliverables
- Each deliverable must be able to stand alone
 - Purpose
 - Problem statement
 - Product/feature description
 - User profile & environment
 - Methodology & metrics
 - Results with discussion
 - Next steps

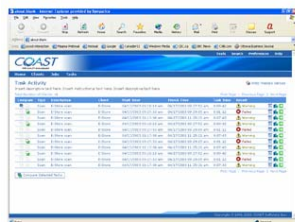
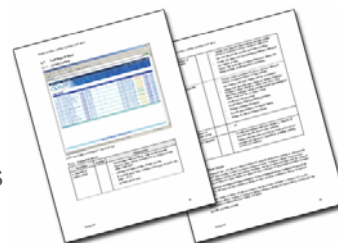
Case Study: Software Development Client

- Sale
 - Initial client meeting
 - Select service offering
 - Schedule project
- Tasks
 - Heuristic evaluation
 - Develop new user interface
 - Evaluate new user interface
 - Document new user interface



Case Study: Software Development Client

- Deliverables
 - Heuristic evaluation report
 - User interface templates
 - User interface graphic elements
 - Style guide



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Comparison Details

Baseline
URL: <http://www.coast.com>
Date: 04/17/2004 09:18:10 am

Comparison
URL: <http://www.coast.com>
Date: 04/17/2004 09:27:52 am

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Questions?

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