

DEAL LEVERS – EXAMPLES

Converting Customer Outcomes Into Key Elements of a Deal

1 Solution Levers

- Product #1
- Product #2
- Service #1
- Service #2
- Etc.

2 Contractual Levers

Which Contract

- Master Agreement
- Addendum
- SOW
- Purchase Agreement

Key Contract Terms

- Liability and Indemnification
- Service Level Agreements (SLA)
- Warranties
- Guarantees
- Cancellation Provisions

3 Business Transaction Levers

- Discount
- Volume
- Future Price Increases
- Date of Close
- Schedule / Completion Dates
- Contract Term
- Payment Terms
- Level of Support
- Training
- Travel Expenses
- Channel Partner

4 Strategic Levers

- Reference Account
- Co-Publish and Present Papers
- Customer Success Plans
- Customer Value Reviews (Who and When)
- Influence Technology Roadmap
- Introduction to Other Departments / Divisions

