Mi-Co Partners – Sample Sales Process Flow

Establish BANT (Budget, Authority, Need, Timing)

Register Deal https://www.mi-corporation.com/partner-resources/register-a-

Provide customer with Mi-Co materials, webinars / demonstrations, whitepapers, evaluations as needed.

PowerPoint presentations, whitepapers, etc are available on our Partner Portal.
https://www.mi-corporation.com/mi-account/
Mi-Co sales team is available to help at any stage of the process.

Be sure to “quantify the pain” the client is feeling and emphasize the ROI Mi-Forms can provide. Recall per form processing is costing the customer $X, staff for redundant data entry is costing $X, etc. ROI calculator is available on Partner Portal.

Determine pricing model that works best for this customer

Named-User –
Number of users?
level of software required ?
perpetual, term or hosted licenses?
Capital or operating budget?

Forms Submitted –

“annual” expense as forms expire as consumed or 1 year expiry

Does the customer require evaluation software and / or a Pilot (Proof or Concept)?

Has customer given you a RFI?

Provide RFI Specs to customer to help if they have to go to RFP (Partner Portal)

Ensure Mi-Forms cost and customers' budgets are in line. Provide customer a business analysis of current process.

The Mi-Forms Pricing Calculator for Named User Pricing is available in the Pricing Pages of the Partner Portal: http://www.mi-corporation.com/partner-resources/sales-tools/
Pricing for the Forms Submitted Model is available here as well. Mi-Co sales team is available to help you price this deal.

If the customer requires a basic evaluation – have them register onto Mi-Co's website and then request evaluation software. It is best for them to indicate that they are working with you on the request form.

If customer requires a Pilot – determine scope of pilot, get sample of form(s) along with form requirements so that Mi-Co can quote pilot. The customer may be required to sign Pilot Letter of Intent and submit a survey to the users. * Samples located on Portal*

Client is ready for Quote –

Determine/Confirm if / how much Mi-Co Design, Training or Support Services will be needed

Verify w/ Customer pricing model, number of users, etc

**Partner is to send PLA along with quote

Send quote to customer & distributor (if applicable)

Mi-Co Sales Team is available to help with quoting

PLA on Portal (select appropriate addendum)

Upon receipt of PO and signed PLA from Customer, Partner will send PO and PLA to Mi-Co/Distributor

When Mi-Co receives PO and PLA, Mi-Co will generate an invoice and Mi-Forms licenses that will be sent to Partner/Distributor.

If the client has not yet downloaded software they will be instructed to do so from their Mi-Account