

## PROJECTS

### PC DIAGNOSTIC SOFTWARE COMPANY

#### RESULTS

INTRODUCTION TO REMAINING MAJOR CUSTOMERS RESULTED IN SEVERAL MULTI-MILLION ANNUAL CONTRACTS;  
OFFERED CHIEF SALES OFFICER POSITION, DECLINED

#### BACKGROUND:

The closely held software company develops and markets a diagnostic software program for personal computers. The company had succeeded in having its software bundled on all personal computers sold by two of the largest PC manufacturers. Together, both clients accounted for roughly half of sales.

#### PROBLEM:

An engineering-led company with only one dedicated sales person and an inexperienced senior administrative management, this organization was ill equipped to handle the increased competition with its attendant lower margins and a pronounced sales slowdown. Lacking an experienced sales team and despite three years of effort, the organization was unable to penetrate the two remaining major US-based PC manufacturers. Cracking either account would give their diagnostic software a leadership position in the market and was the only way to increase sales significantly in the short term.

#### SOLUTION:

This PC diagnostic software company hired Mr. Barañano to target the two remaining major US-based PC manufacturers.

With the larger of the two, previous sales efforts had targeted the PC manufacturer's own internal diagnostic group, a clear competitor. Mr. Barañano saw this group as inherently hostile to his client's product because it threatened their very existence. Mr. Barañano identified and presented to the group responsible for client satisfaction as well as the marketing group – natural allies to Mr. Barañano's client.

At the smaller PC manufacturer, the client had no available contacts. Within weeks, Mr. Barañano identified key personnel and subsequently presented to several vice presidents responsible for client satisfaction and software development. These discussions led to successful negotiations and a large contract.

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### **RESULTS:**

Within three months, Mr. Barañano had:

1. Thoroughly understood the client's technology
2. Thoroughly understood the client's value proposition
3. Through his own contacts, Mr. Barañano identified key people at both manufacturers
4. Together with the client's staff, developed a new presentation
5. Presented numerous times to the appropriate people at both target companies
6. Delivered the smaller manufacturer to senior management for negotiation
7. Was offered the newly created Chief Sales Officer position at the client organization

In addition, Mr. Barañano helped his client revamp their internal sales efforts to deliver a faster response time and to reflect the more competitive environment for diagnostic software.

Mr. Barañano declined the offer for the newly created Chief Sales Officer position.