



MLS Consulting Limited

REVENUE OPTIMISATION PACKAGE

PROPOSED PACKAGE

Complete Revenue Optimisation Package - to cover all revenue generation aspects

Experienced resources for sales, account management and technical support with vast experience in complex sales and tendering.

Clear plan for sales forecast and sales objectives structure

Packages will cover:

- Market Segmentation
- Sales and Business development
- Technical support
- Documentation
- Tendering management

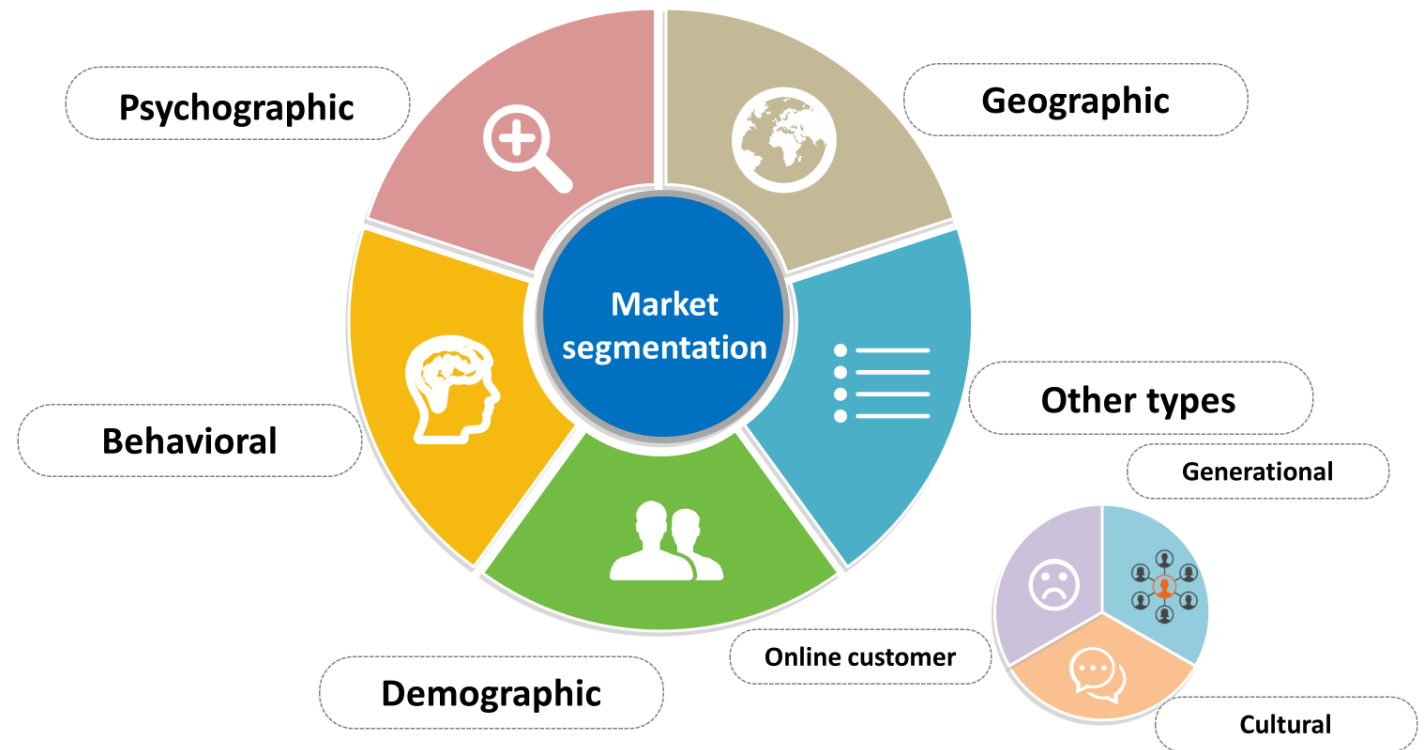


MARKET SEGMENTATION

We conduct a comprehensive Market segmentation process, which allows your business to precisely reach your consumer with specific needs and wants. Long term, this will ensure your company utilizes resources more effectively and formulates more **improved strategic marketing** decisions.

We operate a 4 pronged basis for our Market segmentation process:

- Demographic segmentation
- Psychographic segmentation
- Behavioural segmentation
- Geographic segmentation



SALES & BUSINESS DEVELOPMENT

Lead generation Give you access to the most targeted leads in the industry. Search for contacts or accounts by industry, job title, company size, and so much more.

Sales Forecast Build Sales funnel for opportunities and leads for your business to create multiple sales forecasts using a range of predictions, particularly for new businesses.

Sales and Business development activities Seek out new opportunities and expands and enhances existing opportunities to build, manage and drive the sales pipeline.

Account management services Maintain the company's existing relationships with a client or group of clients, so that they will continue using the company for business.



TECHNICAL SUPPORT

Comprehensive structure for technical support process to meet any Service Level Agreements for your clients, including

Pre Sales support: including web demo structure, web demo follow ups, share feedback collection from clients with your internal development team to enhance structuring your products roadmaps

Post-sales support : including email response, live chats and calls, share product updates with your clients, advise on best practice of product/service usage.

Technical Reporting : Create monthly reports on clients requests.



PRICING

Develop different pricing strategies based on research, calculations, data and understanding of different market factors-like your competition, clients ability to pay, trade margins and the cost of labour and raw materials to anticipate the value created for customers and set specific prices to capture that value.

Our different pricing strategies provide the best chance to maximise profit

Penetration pricing

Premium pricing

Competition pricing

Geographical pricing

Psychological pricing

Optional pricing

Value pricing

Bundle pricing

Captive pricing

Skimming pricing



DOCUMENTATION

Support in preparing all required documents for sales activities such as

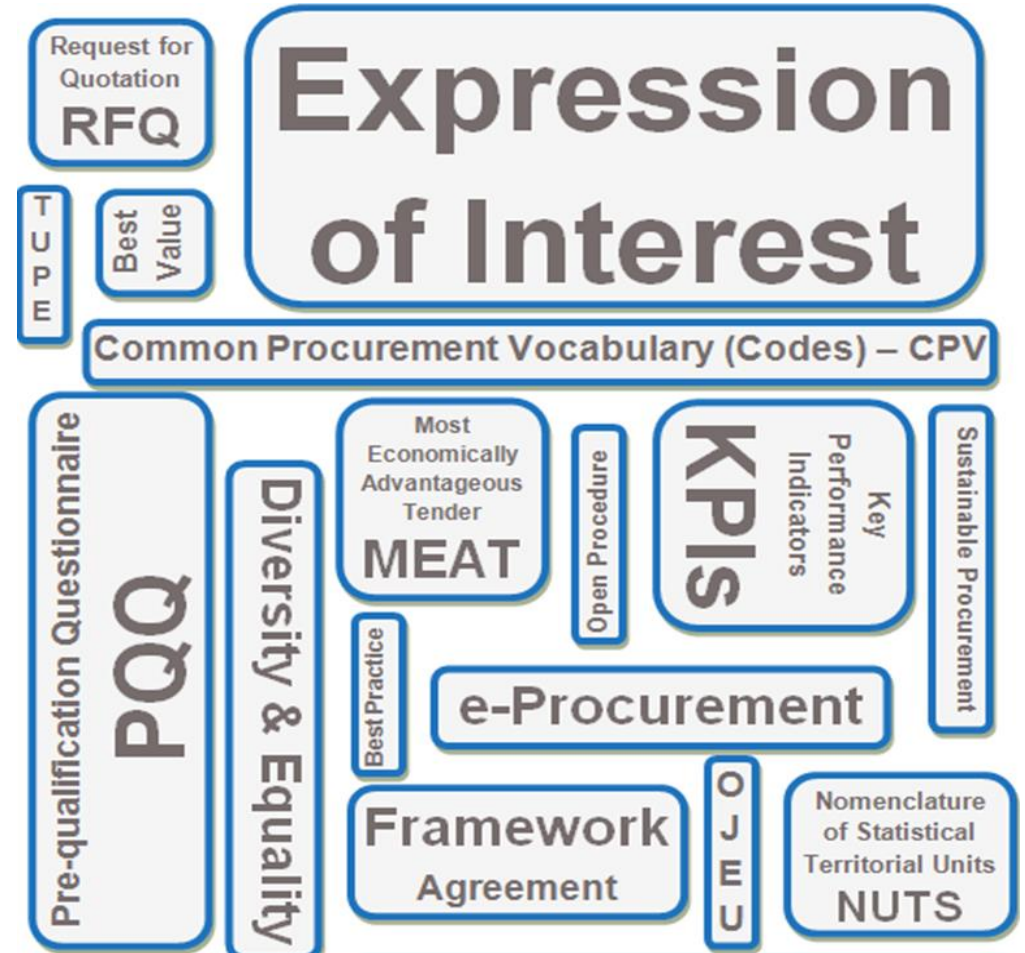
- Pricelists,
- Terms and Conditions,
- Product pre requisite lists
- Discount structure lists
- Strategic deals process structure (Path to PO, reporting, etc)
- Technical support allocation documents
- Clients visits/events reports



TENDERING

Support and Guidance in participating in public and private tendering

- Communicate with internal stakeholders for required documents
- Prepare a list of required documents for standard tendering's (EoL, EULA, maintenance and support, risk management)
- Prepare special price book for tendering
- Set clear schedule for tendering process to guarantee meeting all deadlines of delivery



PARTNERS



Cares for your image





THANK YOU

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