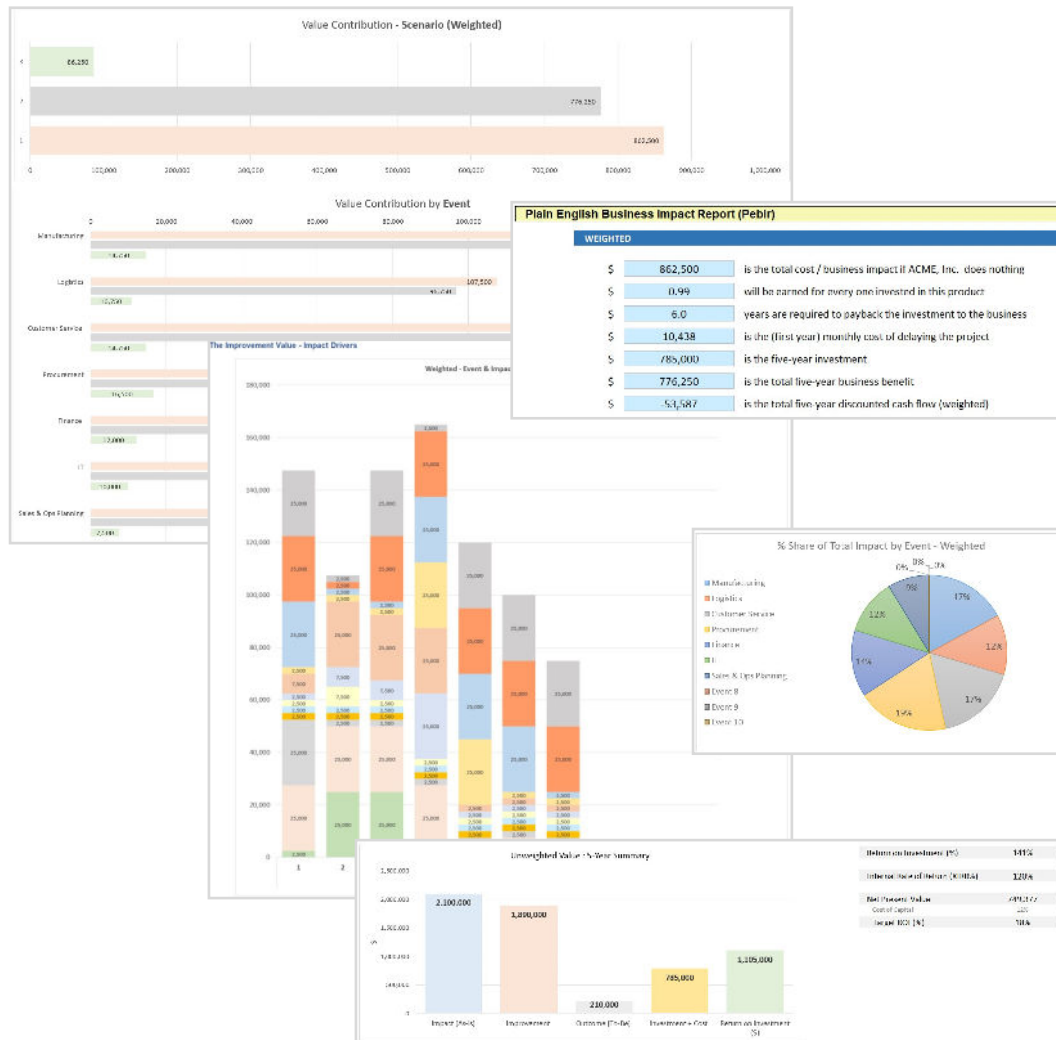


BizKase Services

World-Class Business Cases ... Made Easy & Compelling



'Only 16% of companies say they can prove value post-sale. Proving value is no longer optional—it's your renewal strategy.'

Deloitte.

'80% of B2B buyers switched suppliers at least once within a 24-month period'

**Accenture
Interactive**



Executive Overview

The Strategic Sales Gap

Enterprise sellers are under pressure to justify spend, quantify outcomes, and align stakeholders—fast. But most don't have the tools, time, or frameworks to build business cases that survive the CFO's scrutiny. Without credible financial storytelling, good deals stall, shrink, or vanish.

Services to Help You Win

- 1:1 BizKase Expert Consultations
- Enterprise Value Consulting
- BizKase Training & Certification for Sellers

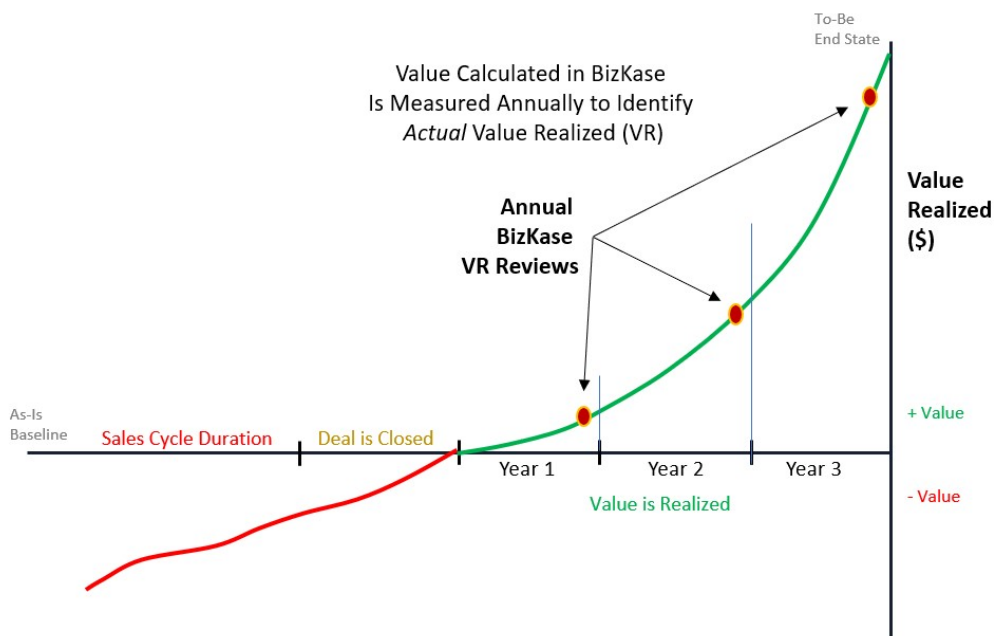
Services to Build Relationships

BizKase doesn't stop at deal close—it enables long-term account value realization and customer trust through ongoing measurement, reporting, and strategic engagement.

Services include:

- Post-Sale Value Realization Consulting
- Quarterly Value Reviews
- Customer Success Enablement
- Executive Business Review (EBR)
- Continuous Learning for Teams

Measurement Enables Continuous Improvement ... Brings Accountability ... Creates Trust ... **Build Long-Term Relationships**



Making your customer understand that you're not just using BizKase to measure the potential value of your solution before the sale, but you're offering the potential to use it after the sale to measure the actual value the customer realizes is a powerful and compelling indicator of your confidence and also of your willingness to partner with the customer

'Only 12% of ROI models are trusted by buyers.'

FORRESTER

'81% of executives say they are looking for partners who can help co-create business value'.

 **accenture**



BizKase 1:1 Consultation

Get Expert Help—When It Matters Most

The 1:1 BizKase Consultation is a high-impact, tactical service designed to support strategic deals or mission-critical business case creation. Clients are paired with a senior BizKase expert who provides hands-on support to strengthen, review, or co-develop their business case.

What You Get:

- Live session with a BizKase Expert
- Review of your business case assumptions and logic
- Recommendations to improve credibility and impact
- Scenario modeling or stakeholder alignment advice
- Final review of deliverables before customer submission

Ideal For:

- Individual sellers building their first strategic BizKase
- Last-mile reviews before C-level presentation
- High-stakes deals needing external expertise
- Rapid enablement without long-term consulting commitments

Customer Benefits:

- Instantly raise the quality of your business case
- Boost confidence before customer-facing delivery
- Leverage best practices and benchmarks instantly
- Pay only for what you need—no retainers, no delays

BizKase Enterprise Consulting

Turn Sales Strategy Into Impact Strategy. For organizations looking to scale their value-selling motion across teams, BizKase Enterprise Consulting delivers a comprehensive engagement model. From playbook development to deal-level support, we equip teams to speak the language of business impact—with consistency and confidence.

Service Portfolio

1. Value Engineering Enablement

- Value framework design
- ROI tool/template development
- Messaging integration into sales plays
- Enablement for Pre-sales and AE teams

2. Deal-Specific Case Support

- Co-development of business cases
- Stakeholder mapping and alignment
- Sensitivity and risk modeling
- CFO narrative and objection planning

3. Strategic Sales Advisory

- Sales process and stage redesign
- Commercial excellence frameworks
- Persona-aligned messaging
- Executive coaching and sales team enablement

Client Outcomes

- Faster sales cycles and higher win rates
- Greater internal alignment with financial buyers
- Repeatable process for value-based selling
- Improved customer trust and retention
- Reduced reliance on ad-hoc deal desk support

