

The Profitable

Contract Factory®

Rise your revenue generation process through the ranks thus gaining a decisive competitive asset

The Profitable Contract Factory® is a competitive company business model created by



International Consultant
Founder and President of Corvalis Consulting

« If I had asked people what they wanted, they would have said: faster horses »
Henry Ford

REINVENTING THE WAY COMPANIES ADDRESS REVENUE GENERATION EFFICIENCY

The finding

Every year, you spend more and more resources and energy on getting revenues from your major accounts even though success is ever more uncertain. Training, reporting and commission do not show expected results. Most consultants and trainers continue to provide outdated, narrow and ill-adapted responses to the multiform challenges posed by major organizations and the pace of competition.



The vision

Selling to large organizations is **too important an issue to be left solely to the sales force**. Competition is no longer just a matter of opposing one proposal to another: it needs to be a matter of **opposing one company-wide customer interaction mode to another**. To that end a fresh look needs to be taken at internal frontiers, quantitative management and the role of the Top Executives.

The decision

Create a service offering unique within the market and providing you with significant competitive advantage founded in The Profitable Contract Factory®: a business model providing you with an edge that competitors will have difficulties in catching up with. An approach to managing revenue generation which results in a dramatic increase of profitable contracts signed with your large customers.

Business Intelligence

Business Intelligence is the cornerstone of any Profitable Contract Factory®, since it enables large organizations to be worked at where solid pay-offs have the most chances to happen. The focus is on the specific decision-making dynamics of large organizations, on unique value propositions as perceived at Top Management level and on competitor's strategic positioning in each account.

"The Profitable Contract Factory"
is aimed to be customized to your
company via tailored mentoring which
takes your previous sales efficiency
improvement efforts in account"

Bernard Schilles

TRANSFORMING ENERGY AT A STANDSTILL INTO A GROWTH ACCELERATOR



Extended Management

Extended Management consists in developing managers' role in ensuring, on a day-to-day basis, judicious allocation of corporate resources to sales activities. It helps deploy customer interaction strategies by enhancing the value of each management level.

Selective strategy

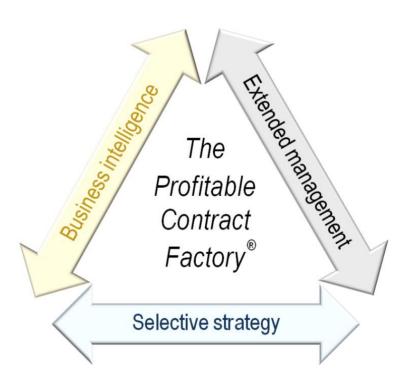
A selective strategy helps you focus your resources and your energy where it will really pay. In combination with Business Intelligence it links the various departments intervening with the company's major accounts. It gives them a sense of responsibility by involving them where it matters.

The Profitable Contract Factory® produces:

- Large contracts won
- Sales objectives achieved
- Satisfied customers

It is founded on **practices**, **methods** and **tools** that can be grouped into three categories:

- Business Intelligence
- Extended Management
- Selective strategy



"The Profitable Contract Factory" business model facilitates the execution of your competitive strategy and increases everyone's focus on your company's overall interest"

Bernard Schilles



Canada

Corvalis Consulting Inc. 3310 Packers Court Kelowna, V1W 2W3 Tel: + 1 250 575 3722

France

Corvalis 15 Cité Voltaire 75011 Paris Tel: + 33 6 11 42 90 55

Email: info@corvalis.com

www.corvalis.com

Bernard Schilles is a member of the TMSDI (Team Management Systems Development International) network, a worldwide organization specialized in teamwork excellence and team leadership since 1980

