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# 30-60-90 Day Plan

Building a Roadmap for  
success

Presented by:

Nat Evans

Senior Sales Consultant

# Nat Evans: USN Veteran

## **IT SALES PROFESSIONAL**

14 years in the professional and managed services business - Broad range of industry knowledge and relationships in the Maryland/DC/Virginia Enterprise and systems Integrator markets - Sales Executive with excellent history of developing strategy and translating it to action - Result-oriented driven Sales Leader with a proven track record of exceeding sales quotas through carefully designed sales strategies - Exceptional skill in persuading decision-makers and a relentless desire to succeed - Background includes initiative and discipline instilled by the U.S. Navy

## **CORE COMPETENCIES**

Client Relationship Management ● Managed Services ● Cloud Services ● Exceeding Sales Quotas ● Global, Enterprise & SLED Sales ● Unified Communications ● Business Development ● Key accounts Management ● Military Training ● Strategic Planning ● Hunter

## **PROFESSIONAL HISTORY**

Emtec Inc., Herndon, Virginia (March 2011-Present)  
Educational Business Development Manager





## Emtec Business Development Manager to Fairfax County Public Schools and Fairfax County Government

### Key Responsibilities

- Accountable for completing sales objectives and general quality of service for FCPS.
- Perform sales and marketing calls to reserve meetings with prospective clients.
- Expert in a cold-calling, negotiating contracts, consultative selling, forming grouping and partnering with others.
- Call and face-to-face visits with prospective, new and presented to assist new business.
- Carry out client presentations expressing the value plan of products, solutions, and service offerings from Emtec.
- Followed long-term accounts strategies that increase profits and helped in cultivating the long-term relationships with proper decision makers.
- Observed new accounts achievement by making contact with the customer at planned intervals.

### **BT Global Services, Herndon, Virginia (2010 to March 2011)**

Client Director

High-impact sales and accounts professional who has worked with prominent and high profile accounts with a vast portfolio of cloud services, managed services, IT outsourcing and telecommunications



### Key Accomplishments

- Identified perused, penetrated 3 key global accounts and performed consultative selling BT Global Services portfolio.
- Led business development and marketing efforts to expand BT Global footprint portfolio of services resulting in 5 net new Named accounts for Mid-Atlantic territory.
- Forged new business alliances with solutions providers: Cisco, Microsoft, Aruba & EMC.
- Responsible for developing territory accounts plan to penetrate under developed MD, DC & PA key accounts.
- Business and lead generation through business BT Global Services affiliations tradeshows/business expos, sales promotions and conferences.

### **Dimension Data, Herndon, Virginia (2000 to 2009)**

#### Senior Enterprise accounts Manager

Nine year veteran of Unified Communications solutions in Enterprise accounts. Key focus on state and local government, higher education and enterprise accounts.

### Key Accomplishments

- Managed enterprise accounts achieving \$2.2M in gross profit target in local government, higher education and enterprise accounts in Mid-Atlantic region.
- Generated between \$4M and \$8M in annual revenues, surpassing quotas for the past 7 years. (2002 through 2008).
- Recognized for being the Top accounts Manager, Mid-Atlantic for Call Center Solutions in 2007.





## **ADDITIONAL EXPERIENCE**

- Senior accounts Manager, Core BTS, Falls Church, VA (1998-2000)
- Internet Sales Director, Crystal Ford Ltd., Silver Spring, MD (1997-1998)
- Finance and Insurance Manager, Apple Ford Inc., Columbia, MD (1994-1997)
- Mortgage Banker, Homestead Mortgage Inc., Bethesda, MD (1992-1994)
- Antisubmarine Warfare Specialist, United States Navy Reserve, Washington, DC (1989-1991)
- Antisubmarine Warfare Specialist, (SAR) United States Navy, Mayport, FL (1985-1989)

## **EDUCATION**

BACHELOR OF SCIENCE DEGREE IN BUSINESS MARKETING, (1991)  
University of Maryland, University College, College Park, MD

## **HONORS & AWARDS**

Navy Commendation Medal	Armed Forces Expeditionary Medal
Good Conduct Medal	Two Sea Service Ribbons
Meritorious Unit Commendation	Battle "E" Ribbon
Sailor of the Month	Petty Officer, Second Class
Naval Air Crewman	Search and Rescue Specialist
Kaman 1K Hours Flight Time Award	ASW Specialist Designation
Inactive Secret Clearance	4.0 Evaluations
US Coast Guard Special Ops Ribbon	Naval Air Command, Plane Captain

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# Preliminary Activities

- Meet with my line manager to prioritize what is expected of me with a specified timeframe, discuss the corporate accounts and develop initial plan of action
- Review past revenue goals within the assigned accounts
- Create and study market focus, competitive & S.W.O.T analysis
- Schedule and new accounts manager training for new accounts Mgr.
- Research accounts thoroughly by obtaining any additional /previous information about the accounts from the management team

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# 30 Day Activities

- Complete all specified company and services offerings from my new company
- Develop sales goals & accounts plans for prospect accounts & yearly goals
- Continually increase my knowledge of corporate services offerings
- Meet with my SE's, Channel Managers and product specialists to build team approach for house and new prospect accounts
- Meet with fellow AM's & tap into their experiences to help implement ideas that would help make the accounts more productive in areas we have not penetrated
- Prepare partner meetings for intro's with mngt/AM's to leverage complete accounts coverage
- Meet with my line manager to establish expectations and review travel and forecast, plan and review weekly & bi-weekly requirements
- Understand 90-day opportunities already in pipeline
- Travel with my line manager into accounts for introductions and learn all relationships within accounts and begin to align executive sponsorship where

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# 30 Day Activities Continued

- Identify key decision makers who I need to meet with immediately to continue seamless integration as new AM
- Start to develop my new relationships and contacts within net new and house accounts
- Close out all business initiated by previous AM and follow up with any implementation of services/products: take care of any loose ends
- Attend any and all Corporate training pertaining to my line of business
- Identify & join professional trade associations pertinent to Corporate accounts
- Participate on weekly commit calls as directed
- Begin to prospect old accounts and contacts for new business related to our offerings



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# 60 Day Activities

- Manage first 30 days of change and review the past months performance
- Ensure all plans for first 30 days are completed
- Report on progress for the prior 30 days as needed
- Continue fine-tune product/service knowledge, activity standards and ops
- Work on number of demo's, procedures, accounts calls that will be needed to meet the accounts goals
- Continue to have monthly/bi-weekly meetings with Channels & Business partners
- Identify OEM's in current accounts and work on partnering opportunities
- Continue to travel and meet all contacts within assigned house accounts
- Continue to close for commitment for further action in the form of follow up meetings, fact finding efforts, introductory rep lunches/meetings

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# 60 Day Activities Continued

- Continue to meet with key influential decision makers within net new and house accounts to understand time frames in order to build pipeline
- Begin to understand all organizational functions with the accounts to better understand logistical & procurement processes for professional services
- Create tickler action file to ensure follow upon important activities and accounts events
- Continue bi-weekly communication with my line manager to ensure success within named accounts
- Work my plan and plan my work productively and effectively

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# 90 Day Activities

- Monitor first 60 days activity level and results and adjust levels if necessary
- Meet with my manager to discuss business results; actual vs. plan. Discuss any changes in any of the accounts relating to business opportunities
- Continue to close opportunities already in pipeline and continue with net new business activities
- Continue to increase level of contact within my accounts and better understand areas of dissatisfaction with competitive services in or to better position our services/solutions
- Work efficiently and effectively to ensure optimum time and territory management. Maximize downtime between appointments and cold calls, focus on daily production, stay current with all reporting (SalesForce.com)
- Continue ongoing trainings to further my corporate value proposition
- Develop strategies with SE's to defend against competitive threats
- Continue bi-weekly partner, OEM meetings for networking opportunities

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# 90 Day Activities Continued

- Communicate effectively with my manager to maintain goal congruency
- Exceed monthly sales quotas; Work Smart !!
- Continue hitting the ground running and proving to management that I can be an impactful asset well before the usual 6 month new hire period !



# Quick Recap

- FIRST 30 Days - Learn company products and services solutions, learn about my team, co-workers, learn the channel partner & OEM community, start to build trust both internally and externally
- First 60 Days - Continue on working on above, continue relationship building, close old pipeline, develop new client contacts- hunt!!
- First 90 Days - Have a strong understanding of the company's offerings, penetrate new areas within house accounts, grow the business, go wide & deep use my chain of command to ensure success and growth within my new accounts
- Practice High Performance Culture!

T an Yo !!

