

The last 30 days have resulted in over \$35M in sales. Notably, AAFES renewal, Admin Recovery, Razor Capital, City of San Fran, Meridian, Capella Health, JAG, JH Capital. Amazing results and hats-tipped to the entire team. We submitted DoE this week and are now up to 39 \$1M+ TCV deals.

This is the time where we forecast out the entire year – based on this we have 2 priorities.

1. Increase placements – especially in SME, Healthcare and Commercial
2. Closing our big deals and originating new big deals. We need the big deals to make our placements and revenue plan and to offset last year client attrition.

These should be the focus of our sales and account management teams.

Long ago one of my first sales managers told me “go big or go home”. As a rookie rep selling IBM copiers, display writers, and scan masters (now this ages me) – I was so happy when I sold 1, but my manager was not. I learned how to sell volume purchase agreements, packaged deals and business cases so the client bought more (went big) – benefitting the client, company and my wallet. 😊

To steal from Steve Dobie “don’t major in the minors” – find ways to get bigger placements, sooner and larger, end-to-end solutions / deals.