

**Do close plans matter?** Did you know TSI has 76 opportunities that are 180+ old, 30 over a year? Worse, we've only closed \$1.7M in TCV on new work in existing clients, but have over 70 new opportunities with existing clients worth over \$65M, and half of those are over 6 months old. Houston, we have a closing problem!

The best close plans I've seen are a simple project plan that is created and managed jointly with the client – essentially it's the set of key milestones, timelines and owners to get from point A to B. It can be called other things (e.g., implementation plan) and go beyond contract signing to onboarding and production. The key is that the client is committing and taking accountability for the plan, milestones and flushing out the potential inhibitors and actions to meet the plan.

The most effective close plans are based on a business case that again is jointly created. Essentially the business case is a simple spreadsheet that outlines the client baseline, TSI fees & benefits, and net recoveries/savings over time. The business case should be the foundation for the deal from the beginning value proposition – it is our way to differentiate the unique value TSI provides. When tied to the close plan the business case creates a sense of urgency because time lost negatively impacts the client's cash flow/savings.

You might be surprised how your clients embrace and use the business case and close plan. Most do not have the time or the sophistication to do these. It will also help them sell internally.

I have examples of close plans and business cases we can adapt for your clients and I am more than happy to work with you on these.