

Statement of Work for YOUR Company

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YOU Live & Digital Conversion Optimisation

This statement of work is submitted on request from XXXXX after internal conversations, presentations, and agreements with XXX and XXX.

Below is a brief description of the current situation, recommended approach, timeline and expected investment for the work to be carried out.

- Summary
- Situation Analysis
- Goals & Outcomes
- Proposed Approach
- Timelines & Timescales
- Investment Required

Summary

To create a scalable and robust mechanism that propels YOUR COMPANY to regularly appear before their total addressable target market on the terms of the B2B buyers, i.e., to enable them to research and learn anonymously, according to Gartner, before engaging with salespeople.

Digital Optimisation

To transform the YOUR COMPANY website to an unrestricted, focused, and structured platform to engage prospects by delivering a great experience and providing educational content, driving them towards becoming new customers.

YOUR COMPANY Live Broadcasting

To create a pilot series of six episodes, broadcasting a YOUR COMPANY Live ‘magazine type’ show across EMEA and North America over the Internet via LinkedIn, Facebook, and YouTube.

Situation Analysis

- **The Website:** The YOUR COMPANY website receives 375,000 visitors per month; however, it has not been structured in a way that benefits YOUR COMPANY or browsers. In short, the site has not been developed according to standard website conventions or conversion optimisation roadmaps. Full details are available in a separate report.
- **Marketing Automation:** Marketing Automation was originally intended for consumer businesses and as such restricts and damages B2B businesses by (a) hiding content from Google search which requires pay-per-click for traffic and (b) it demands contact details from browsers who want to remain anonymous, which prompts them to complete false information, rendering the platforms ineffective.
- **Business Development:** In addition to the 75,000 followers of YOUR COMPANY on social media, YOUR COMPANY uses a combination of BDRs, outsourced telesales, and various event led opportunities to generate new business. BDRs and telesales is ineffective as the success rate to find interested parties is 400-1 and events, whilst costly, restrict YOUR COMPANY to the number of invitees by the organisers, to an event. As most businesses want to remain anonymous, many of the attendees can be unreliable sources for new business.
- **YOUR COMPANY Marketing:** A comprehensive working practice strategy is required that sets the bar and defines specific parameters for everyone involved. The focus is to ensure mutual engagement between sales and marketing to achieve the highest outcome in new business sales, ensuring:
 - Consistency
 - Replication
 - Success
 - Future Investment
- YOUR COMPANY has the human capacity to achieve success, but little or no resource to define the requirements, get stakeholder buy in, create the methodology, run the program, or drive adoption.

Goals & Outcomes

- Redefine the YOUR COMPANY Marketing Strategy
- Increase the website conversion rate
- Increase YOUR COMPANY exposure to the total addressable marketing in UK
- Create leads and demand before the need for salespeople
- Provide unrestricted content without requiring contact details
- Increase YOUR COMPANY revenue through a one-to-many sales approach
- Upskill the existing marketing team to deliver multi-media content:
 - Video – Filming & Lighting
 - Live Streaming & Broadcasting
 - Podcast Hosting

- Simplify engagement and management by introducing content stacks
- Reduce marketing expenditure

The above will be refined further as the project moves forward.

Proposed Approach

The timeline and milestones below are based upon key dates being agreed and the completion of key elements. It is expected the program could be on time, however, there is a possibility of 'scope creep' due to constraints or increased awareness of additional issues. The overall project is dependent on the completion of website changes.

The total project time should be approximate five months with the last episode airing in mid-February. Clear communication of progress and how the program is tracking against the timeline will be provided every four weeks to XXX.

Timelines & Timescales

Phase 1- Website & Digital Optimization

Nov 2022

Distribute the digital optimization plan and YOUR COMPANY Live plan to members of the marketing team, and wider YOUR COMPANY employees, i.e., sales and customer success and arrange group and one-to-one meetings based upon their roles.

- Review Google Analytics and Webmaster Tools
- Establish & Distribute optimization rules for site & documents
- Meet YOUR COMPANY Team Members
 - Group – Explanation, Strategy & Questions
 - 1-2-1 Individual requirements, planning and appearances
- Define and attribute content classifications (Primary, Secondary etc.)
- Define Content Stacks and all associated content
- Create website Mind Map for navigation, mega menus, and call-to-actions

Phase 2 – Show Flow Definition &

Dec 2022

- Show Flow Preparation shows 1 – 6
- Banner Design & Configuration on LinkedIn, Facebook
- Email Promotion & Automation Setup
- Emails uploaded to Marketo or Mailchimp
- Purchase Database TAM, Upload and Test on Email System
- Web Site Review

Phase 3 – Technical Preparation

Jan 2023

- Adverts/FX/Titles, Presentation Graphics & Overlays, Stream Deck
- Live Show Review
- Website Review

Feb 2023

- Technical Set up – Podcast, Broadcast Stream, Messaging
- Photographer
- Auto Scheduled Email & Banner Promotion Begins (for 6 Weeks)
- Website & Live Show Review

Phase 4 – Show Delivery & Analysis

Feb 2023

- Preshow for YOUR COMPANY Employees = Week 2
- 1st Show = Week 3
- 2nd Show = Week 4
- Transcribe live shows and upload to YOUR COMPANY website
- Upload audio from live shows to Podcast provider

Mar 2023

- Show 3 to 6 = Weeks 1 to 4
- Transcribe live shows and upload to YOUR COMPANY website
- Upload audio from live shows to Podcast provider

April 2023

- Review & Analysis

Investment Required

Your investment for the whole program is approx. £150k (excluding travel related expenses & excluding VAT).

In addition, YOUR COMPANY agrees to cover all T&E relating to delivery (T&E includes travel (economy for flights sub seven hours and business class 7 hours plus), hotel (3 star or above), food (£50-£100 per day). T&E estimations will be provided in advance of overseas trips for pre-approval and visibility).

A separate sum will be set aside for over-run or extra work, the contingency being £10,000 which can be utilised for additional consultancy or pay-per-click, but invoice unless required.

The above investment is based upon a full five-month program starting on Monday 31st October 2022 and completing on Friday 31st March 2023.

As mentioned above there are four phases to the program, full details of each stage are provided in the attached Gantt chart.

All content created would remain the property and copyright of YOUR COMPANY.

Payment Arrangements

- 30% Payable with confirmation of order (£45,000 plus VAT)
- The balance payable in five equal sums at the end of each month (November, December, January, February, and March (£21,000 plus VAT).

Terms & Conditions

- Confidentiality: All YOUR COMPANY, which is not in the public domain, will be treated with the utmost confidentiality.
- Intellectual Property: All YOUR COMPANY intellectual property will remain the property of YOUR COMPANY. This specifically relates to concepts and models developed prior to the involvement of salesXchange.
- All core salesXchange models and constructs will remain the property of salesXchange Limited. Variations of salesXchange's core models and constructs will be developed in collaboration with YOUR COMPANY, and these variations will be available for YOUR COMPANY to use in perpetuity, but without compromising salesXchange's ownership rights, whether that be copyright or trademark rights. This may be construed as a worldwide royalty free licence to use salesXchange's intellectual property within YOUR COMPANY.
- Design and Production: salesXchange will develop content using standard versions of Adobe Premiere Pro, After Effects, Audition, Photoshop, Illustrator, Ecamm, MS PowerPoint and MS Word. These will be provided in soft copy format only. Where possible, these materials will be provided in accordance with YOUR COMPANY design guidelines (These will need to be provided in advance).
- However, where printing of handouts or manuals is required, these costs are specifically outside the scope of this Statement of Work and should be considered as an additional expense by YOUR COMPANY.
- These fees are exclusive of travel expenses. These will be estimated monthly based on travel needed and will be invoiced in line with main payment schedule.
- YOUR COMPANY will agree to become a named case study/reference site for salesXchange on the basis they are satisfied with the results. This will normally involve a LinkedIn endorsement and potentially a call from prospective clients.
- This project, once approved and deposit paid, is non-cancellable for any reason, although it may be delayed, rescheduled, and otherwise postponed without any penalty whatsoever, subject only to mutually agreeable dates and times. All payments must be made per the existing payment schedule in this agreement.

Engagement Process Overview

Validation

- Meeting with YOUR COMPANY to understand the challenge
- Clarify DMU (Decision Making Unit) & budget signoff
- Understand and agree timescales
- Qualify and start to quantify exact work to be done
- Present proposal and final Statement of Works
- Formal agreement to proceed

Initiation

- Agree job descriptions if applicable or review existing (DMU sign-off). Breakdown job descriptions to skills & knowledge requirements or review existing.
- Agree Approach. Refinement of exact elements and dates for delivery
- Define individual's & business "success criteria" (DMU sign-off)
- Gain formal agreement to proceed. (DMU sign-off)
- Communicate - Expectations & Deliverables

Execute

- Engage & brief all relevant parties
- Deliver

Post Engagement Review

- lessons learnt and results generated

Your signature below indicates acceptance of this proposal and the terms and conditions herein. Alternatively, your initial payment per the terms above will also represent acceptance of this proposal.