

B2B Sales Enablement Plan

ENGAGE – ENABLE - EQUIP - EXCITE

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Sales Enablement KPI's

QUOTA ATTAINMENT

> 70%

**Global average = 50%*

PIPELINE

4X

TARGET WIN RATE

25%

SALES CYCLE

X days



B2B Mission

Establish Brava in all markets in order to deliver cash generating initiatives that solidify our operating model.

Sales Enablement Mission

Build a pool of talented sales professionals, performing at their optimal potential, super engaged & passionate about the business and our customers, and who are greatly rewarded for their achievements.

Key Outcomes

- High performing sales organization with the right people and roles on the bus, fully equipped and capable of articulating a clearly defined value proposition for managed services.
- Pipeline of transformed opportunities that support the achievement of the 2024 sales and revenue targets.
- A consistent sales discipline and cadences based on best practices across all international markets and supported by aligned technology infrastructure.

B2B Sales Enablement Plan

Mission: Elevate B2B with a unified brand voice and an optimized and highly-skilled salesforce to support the B2B transformation.

ENGAGE

Clear direction & focus of strategic goals

- Clear direction and focus of strategic goals and objectives communicated across all lines of business.
- Ongoing communication and visibility to create transparency and remove silos between centre, OpCP, Product, Marketing, Sales and Implementation teams.
- An empowered sales team able to have more meaningful conversations with prospective customers because they are armed with purpose and a consistent message.

ENABLE

Continuous learning & development

- All client-facing employees able to consistently and systematically have valuable conversations with the right set of customer stakeholders at each stage of the buyer cycle.
- Continuous development of core selling skills and behaviours as well as product selling expertise delivered through a variety of formats such as live F2F sessions, eLearning, peer best practices and bite-sized learning.
- Verified and validated level of competencies which are used to create customised learning and development plans for each sales team member.

EQUIP

Resources & tools to sell effectively

- Optimised sales tools and marketing collateral that aid sellers in developing and fostering deeper relationships with prospects and customers so deals move faster through the sales cycle.
- Central, single-source-of-truth repository that serves sellers the marketing-approved content and sales enablement materials “just-in-time” throughout the selling process, reducing non-productive time used to search for material.

EXCITE

Reward the right behaviors & achievements

- Highly motivated sales org driven by sales incentives and awards that inspire greatness, foster a competitive spirit and culture and that leads to increased morale, collaboration and company loyalty. (Note: This includes programs to be supplemental to the standard compensation structure and are designed to motivate salespeople to exceed their usual performance metrics.)
- Showcase best practices and successes in order to demonstrate what good looks like, leading to repeatable desired behaviours and results.



ENGAGE



Engage

B2B team engagement cadence to provide clear direction & focus on strategic goals.



Semi-annual Roadshow

Market visits by key leadership to....



Quarterly Business Review

Leadership session....



Bi-Monthly Virtual Townhalls

Live virtual events to communicate goals, expectations and progress made throughout the year.



Bi-Monthly Newsletter

Provides additional details shared in the virtual townhall.



Virtual Townhall

Brava Brand Announcement

NOVEMBER 2023

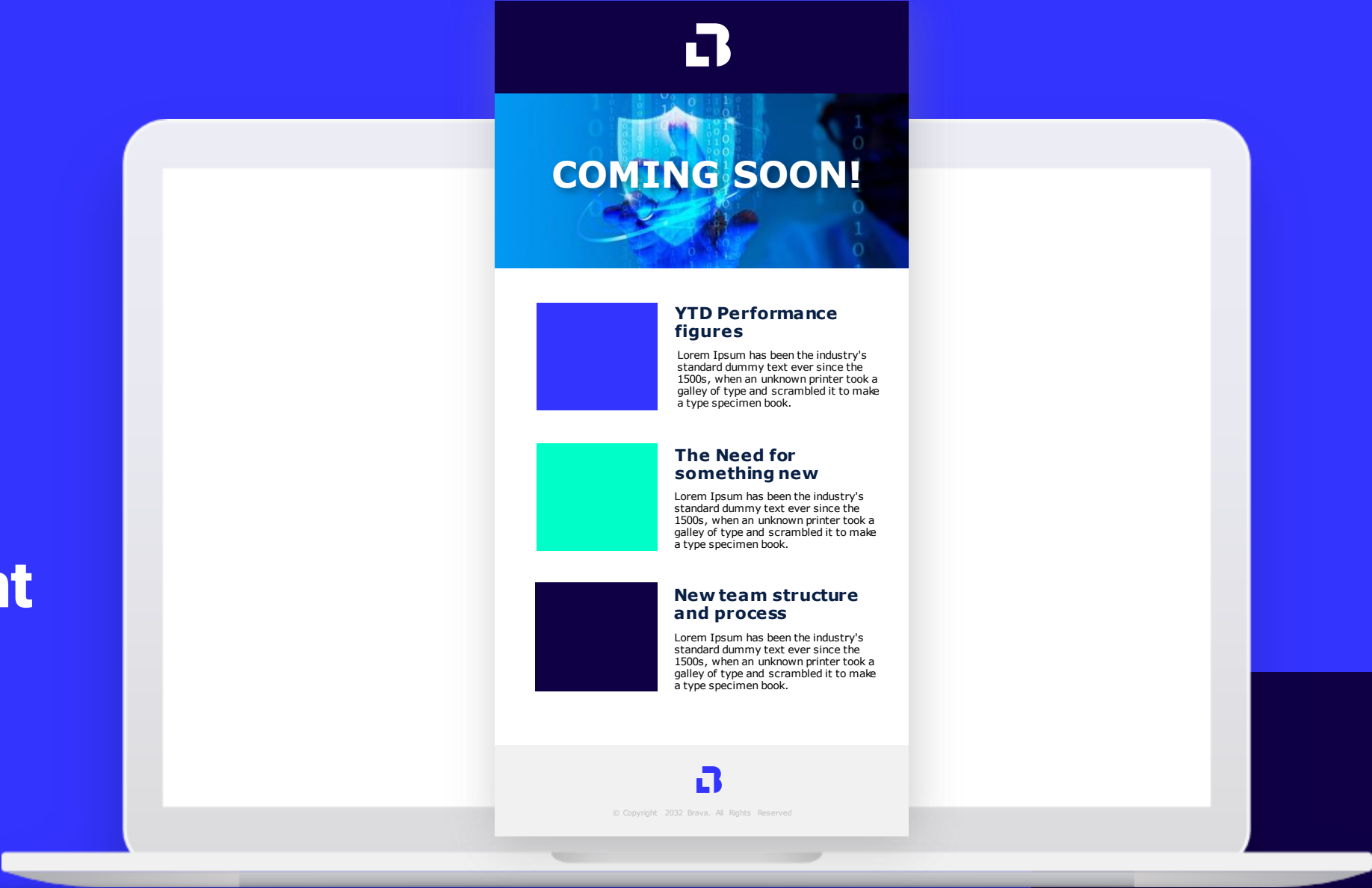




Newsletter

Brava Brand Announcement

DECEMBER 2023





The Making of' Brava

Leadership Kick-off Session in Miami

JANUARY 2024



Leadership Alignment

Mission Planning Session



Sales Leadership Training Program

Forecasting &
Pipeline Management



BRAVA Club Product Training

Club Concept Overview
& GTM Strategy



Keynote Recording Session

For Internal &
External Launch

We could also consider extending this invitation to a select group of customers and/or vendors to offer a sneak peek and have them record a testimonial for us.

4 Countries
1 Week
3 Activities



BRAND ANNOUNCEMENT

**Brand
Celebration
Staff Luncheon**

COMMERCIAL TEAM MEETING

Mini Sales Kick-off

2023 in Review

2024 GTM Strategy

Sales Quotas

Commission Plans

Recognition

TRAINING SESSION

**Brava Club
Product
Training**



Example



MON	TUE	WED	THU	FRI
	COMMERCIAL TEAM MEETING	TRAINING SESSION	TRAINING SESSION	
	Mini Sales Kick-off	Brava Club Product Training	Brava Club Product Training	
BRAND ANNOUNCEMENT				
Brand Celebration Staff Luncheon				
		TRAINING SESSION	TRAINING SESSION	
		Brava Club Product Training	Brava Club Product Training	



BRAND KIT
Polo Shirt





BRAND KIT
Mouse pad



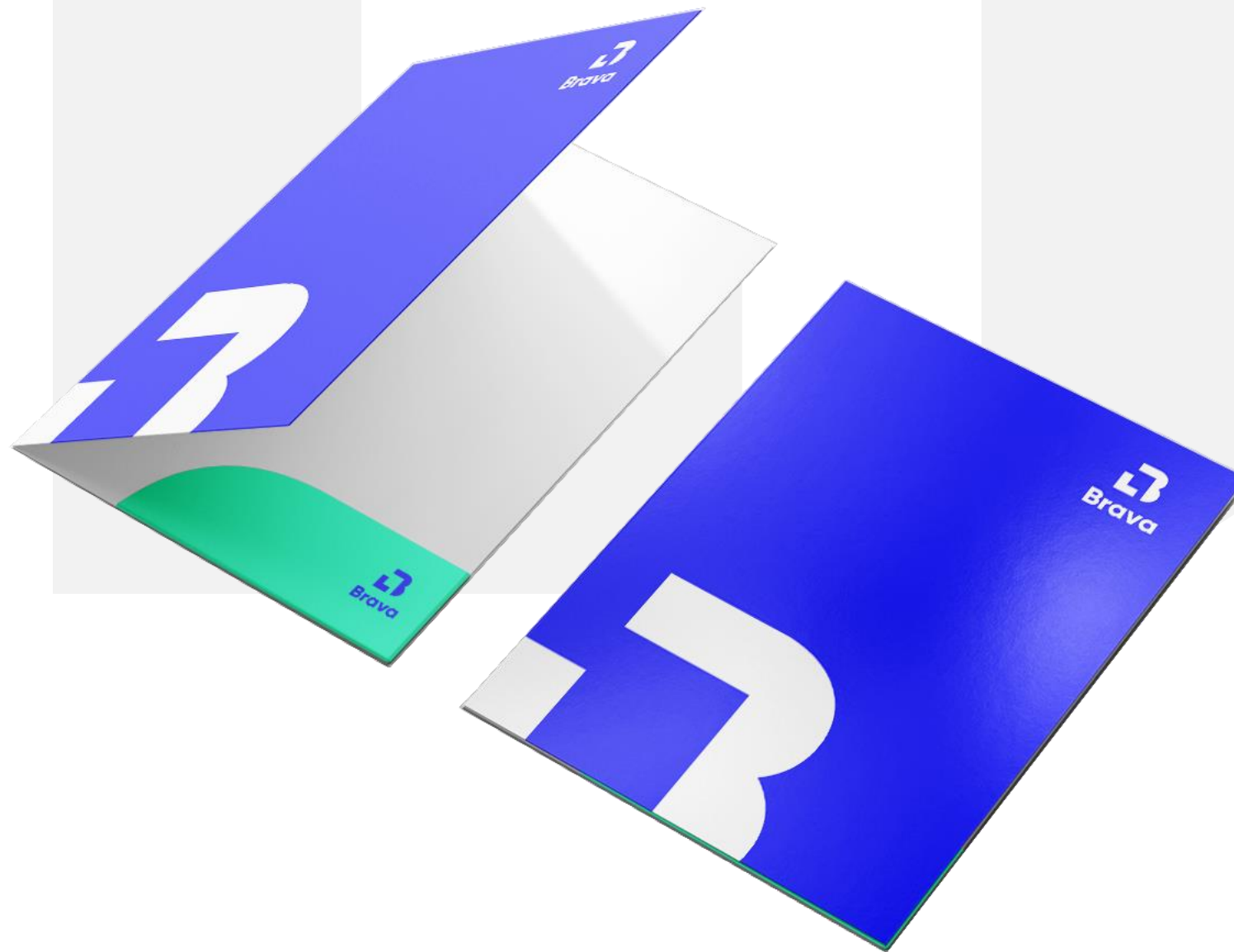


BRAND KIT
Mug and pen





BRAND KIT Folder





BRAND KIT
Notebook





ENABLE

BRAVA Way of Selling



Product Sales Certification

Introduction to technology & commercial concepts

Brava Connect

- GSM Mobility
- Next Generation DIA
- Managed Wi-Fi
- SD-WAN
- Network as a Service
- Cloud Inter-connect

Brava Synergy

- Next Generation SIP
- Cloud Voice
- MS Teams Direct Dialing
- Zoom Phone
- Mobile PBX
- Teams Contact Centre

Brava Cloud

- Infrastructure as a Service (IaaS)
- Disaster Recovery as a Service
- MS Azure as a Service
- AWS as a Service
- Cloud Migration Services
- Microsoft 365

Brava Stronghold

- Security Operations Centre (SOC)
- DDos Protection
- Secure Access Service Edge (SASE)
- Data Privacy Officer as a Service (DPOaaS)
- Virtual CISO

Brava Club Packages & Add-ons

Selling Skills Certification

TBC

TBC

TBC

TBC

TBC

TBC

Sales Management Certification

Forecasting & Pipeline Management

World Class 121's

Performance Management

Sales Management Cadences

Field Coaching

Effective Team Meetings

Modes

FACE 2 FACE
TRAINING



VIRTUAL
WEBINARS



ON DEMAND
LEARNING



Measures of Success



152

Attendance



91%

Satisfaction



100%

Increased confidence



95%

of Sales Team Certified in Brava Way of Selling by December 31, 2024.

Training Schedule

[illegible]



EQUIP



Sales Tool Kit

- Sales Playbooks
- Cheat Sheets
- Solution Briefs
- Pitch Decks
- Solution Overview Videos
- Email Templates
- Solution Demos
- Proposal & Presentation Templates



Selling scripts



**Product
Cheat sheets**



**Sales proposal
templates**



Sales playbooks



Case studies



**Sales presentation
templates**

Demand Generation

Event plan for customer-facing launch



HYPER-LOCAL LAUNCH EVENTS

Higher

An 'instagrammable' night event with local media coverage (newspaper + TV + radio)

The same event blueprint and production gets moved across all our geos. 2 countries per week

THOUGHT LEADERSHIP EVENT

The VIP Club

A three-day gathering in Miami. 20 top execs. 5 customers per country. An Innovation workshop and a solution road mapping session. Plus a personalized activity – our audience gets to choose the topic.

The beginning of something great

INDUSTRY EVENTS PER COUNTRY

Bermuda Tech Summit

Guyana energy conference

Canto

Brand presence at key events, on every market. Each geo will have their own go-to-market kit



A sky-high launch event

A cool afternoon with friends at a country club. A
drone show to mark the beginning of a new era





LAUNCH EVENT Teasers / invites



MESSAGING

On Feb xx, 2024, we are going to be giving you new tools to take your business to new heights.



MESSAGING

On Feb xx, 2024, we are putting our name, next to yours, up close, with the stars... the beginning of something great.

[Custom Star Map Print Night We Met Anniversary Gift Night](#)



Everybody else...



JOYFUL



[Personalized Flask for Men](#) [Leather Flask](#) [Flask](#)
[Personalized](#)

MESSAGING

Say Hello to the good times!

USEFUL



[Personalized Wireless Charger](#) [Fast Rapid Charger](#)
[Gift for](#)

MESSAGING

Turbocharge your growth

INTENTIONAL



[Pro-graphx Magnetic Dart Board](#) [Wall](#)
[Game Magnet Dart Toss](#)

MESSAGING

Hit your targets, with Brava



[Dart Board](#) [Dartboard Stud Earrings](#)
[Post Jewelry Darts Gift](#)



EXCITE

Business Imperatives



MEASUREMENTS



Sales Activity

**Prospecting Activity
(Customer Meetings)**

Pipeline To Quota Ratio



Sales KPI'S

**Net New Revenue
(Upgrades + New Services)**

**Revenue Retention
(ARR/MRR + Renewals)**



Key Results

Subscriber Growth

**Brava Club
Membership**

**Transformed
Revenue**

Commission Plans



COMPONENT		VIYA (USVI)	LOGIC (CAY)	ONE COMM (BER)	GTT (GUY)
Compensation Mix (Base vs Commission)		65/35	50/50	TBC	TBC
KPIs	Revenue	N/A	% to Quota	% to Quota	MBO (Dept)
	New Business	% to Quota (New Business + Renewals)	% to Quota Commission Rate (1-time charges)	Commission Rate	Commission Rate
	Renewals		N/A	N/A	N/A
	On Time Charges	Y	Y	Y	N/A
	CSAT	N/A	N/A	N/A	MBO
	Customer Engagement	N/A	N/A	N/A	MBO
Threshold		70%	0% -> 70%	90% (ARR)	80% (New Business)
Payment Schedule		Monthly	Monthly (New Biz) Quarterly (Rev)	Quarterly	Monthly
Commission Payout		Signed	Billed->Signed*new	Billed	Billed
Kicker / Multiplier (Contract Length)		Y	Y	Y	N/A
Kicker / Multiplier (Transformed Revenue)		Y	Y	Y	Y
Accelerator		N	Y (Rev)	Y (Rev)	Y (Rev MBO)
Decelerator		Legacy Services	Y (Rev)	Y (Rev)	Y (CSAT)
Bonus		Performance Bonus	N/A	N/A	CSAT, Dept Rev, Customer Engagement

Next Steps



Item	Owner	Status	Completion Date	Notes
Sales Commission Recommendations				
Finalise 2024 Sales Targets				
Complete Brava GTM Strategy				



Brava

**THANK
YOU!**