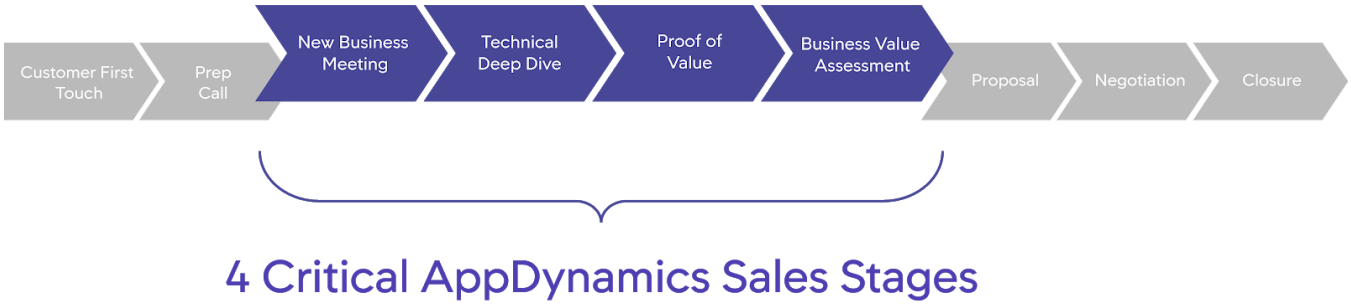
AppDynamics Glossary of Critical Sales Stages



What the jargon means!

Accelerate your collaboration on opportunities with AppDynamics representatives by learning the terms they use within their defined sales process.

3 Why's

Why buy anything? Why buy AppDynamics? Why buy now?

This exercise allows you to work with the prospect to answer these core three questions:

1. *the pain they are feeling that is causing the need to find a solution*
2. *how AppDynamics uniquely solves those pain*
3. *what is driving the urgency to find a solution now (aka the compelling event)*

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Business Value Assessment (BVA)

The BVA is the process to validate, in detail, the value which could be provided to the prospect when the proposed solution is implemented.

The BVA scopes out how much values AppDynamics will provide and dives into the where, how, and why the proposed solution is a business win. In this stage, the current operational business processes, the key metrics for business success, and areas of operational improvement opportunities are identified. Topics such as MTTR (Mean-Time-To-Repair/Recover), MTTI (Mean-Time-To-Identify the cause of an issue), and the cost of downtime usually come up here.

First Meeting Deck (FMD)

The FMD is the sales presentation used in the first meeting with a prospect, outlining the market environment, prospect pains, the AppDynamics solution, and more.

This presentation presents the AppDynamics and Partner solution to the prospect. It can be delivered by the Partner, by AppDynamics, or jointly.

New Business Meeting (NBM)

The NBM is the meeting to establish pain relevant to AppDynamics and to identify potential champions within a net new account, group, or department.

This stage consists of a deeper dive exploration and analysis of the prospect.

Pipeline Generation (PG)

PG is the focus of targeted programs to generate awareness, interest, and potential sales of AppDynamics solutions. These programs may include emails, webinars, and direct calls to prospects or existing customers with other Cisco solutions.

This is the stage where you begin to understand the prospect and their pains. This process fine-tunes the number of leads, focusing on quality.

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Proof of Value (POV)

The POV is a process to prove to the Economic Buyer (EB) that the AppDynamics product provides the agreed value in the agreed timescale within the prospect's company.

The POV stage delivers a custom proposed solution based on previously defined success metrics and technical use cases. It provides the Executive sponsor and team the technical use cases, identified solutions, and resulting evidence.

Technical Deep Dive (TDD)

The TDD is a meeting to build technical champions while gaining an understanding of the technical environment and the potential to carry out a successful POV.

The TDD is the process of searching for complexity and a technical fit and demonstrates technical confidence and a clear understanding of the prospect's IT pain points. It solidifies the technical use cases and environments and validates that AppDynamics can actually instrument the prospects' application landscape.

Value Pyramid (VP)

The Value Pyramid is a multi-stage exercise to provide a precise analysis specific to the prospect.

The Value Pyramid has multiple levels that build down to the next. The stages are defining the ***Corporate Objective****. The* ***Business Strategies*** *outline methods to reach the objective. Then the* ***Business Initiatives*** *are used to define the previously outlined strategies. From there, the* ***Risks and Critical Capabilities*** *are determined with the capabilities to be used to mitigate the risks. The final stage presents how* ***AppDynamics*** *is the differentiated solution based on the discoveries in prior levels and ensures the business and technical goals are aligned. By completing this, we demonstrate that we have done our homework and understand the prospect's business.*

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Visible Opportunity (VO)

The VO is a defined opportunity with identified quantified pain with a potential champion identified.

The Visible Opportunity phase allows for a more technical and intricate analysis of the prospect to fully understand all aspects of the business, the technical challenges, and mapping out of the route to success.

What next?

Ask your Channel Account Manager (CAM) to expand on any of these terms if you'd like to know more. If you haven't seen the related video, please check it out here: https://appdpartnerseries.com/

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