

A New Scie **FASTER E** DR YOUR SOFTWARE COMPAN

CROWDED NOISY SECTOR

Don't Be A Single Tree In A Dense Fore

The bizarre reason why most softwa companies actually make it harder for prospects to find and do business with



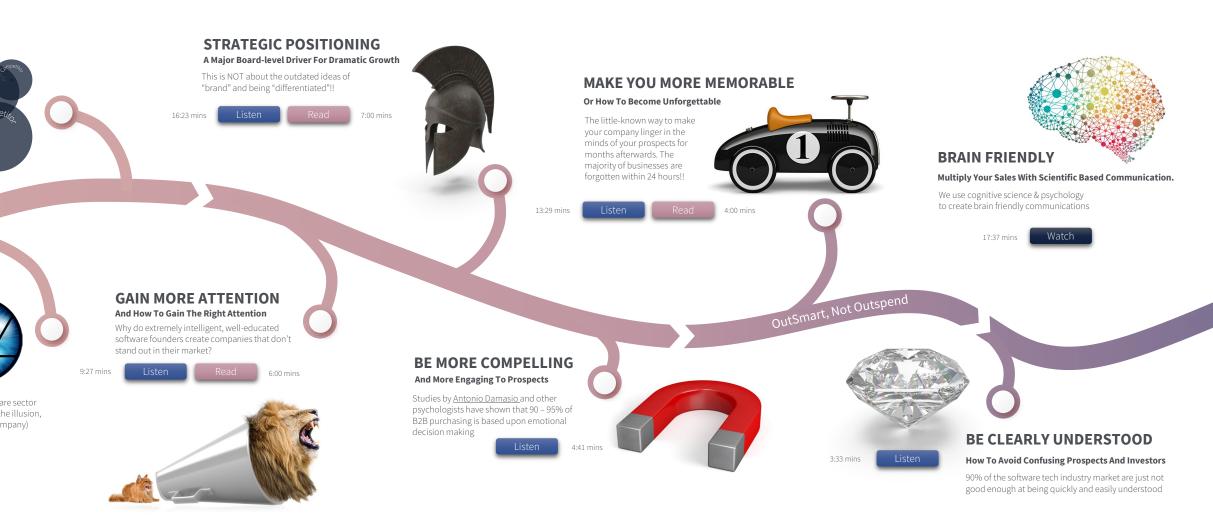
Outsmart have a single-minded focus on achieving dramatic growth for B2B software companies through our unique strategic positioning and science-based communication system.



THE BIG ILLUSION Are You Deceiving Yourself?

success in the software sector Here's something we discovered about that most software executives don't know (It's what we call the illusion and it's directly in the hands of the leader of the software compan







SHORTEN YOUR SALES CYCL Scientific Based Secrets To Seamless Sales

low Competitive Space will shorten your sales cycl by typically 30% or more (and why that's supe important for you).



THE WHY OF BUY

The Step By Step Process To Winning Deals

psychological buying stages that mi be part of YOUR Competitive Space ¹

Listen	3:04 m

Motivate Your Prospects To Take Action With You (Makes Selling To Them Much Easier)

o vou currently understand the emotional lever hat make your ideal prospects buy? More mportantly, do you know how to move these levers?

ANSWER THE QUESTION "WHY YOU?"

How To Make Your Company The Obvious Choice

o answer questions in the right way at the right time, prospects will only want to engage with you





AVOID "WHY SHOULD I CARE?

And Become What Your Prospects Want!

A study by CSO Insights showed that 86% of the value propo ns sales people preser aren't relevant enough for them to get the customer to take action

VISUAL STORIES

Imprint Yourself In The Minds Of Your Audience

e missing a trick if you're not using al imagery effectively (most software mpanies don't).











CREATE A HUNGRY CROWD..

IMPLEMENTED

Why We're Confident You'll Get Amazing Results

Yes, there is a way we can assure you Competitive Space gets implemented effectively within your company

EXPLAIN MORE EASILY "WHAT DO YOU DO?

What NOT To Say When You're Asked.

The top 1% know how to explain what they do in a surprisingly simple, vet effective way.

THE NEXT STEP IN GETTING WHAT YOU WANT If You Don't Know The Business Outcomes You Want, You Will

Probably Never Get Them.



Knocking On Your Door

Stop chasing prospects who are

business is expensive and tiring

That's why we've designed a

who you work with)

We have made available to you, completely free of charge a process so you can define and share with your your business. Simply click "Step Two".

r email Lorna (our lovely client director) o arrange a call with us, email itt@outsmartstrategy.com



WE ARE **OUTSMART**

single-minded focus on B2B Software Strategy. We don't do

With a combined 40 years in the sector, we "get it", the technica language, the market dynamics and the frustrations.



Years M&A

and mergers and

ur years ago Mark instigated I thodology. A keen photograph otographic Society (ARPS).

h Linked in



OUTSMART, NOT OUTSPEND

eed to be memorable. Not just "differentiated". A term that has



ears Cognitive Science

e Space with rigorous science

design and simpler communication. design to FTSE 100 companies



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