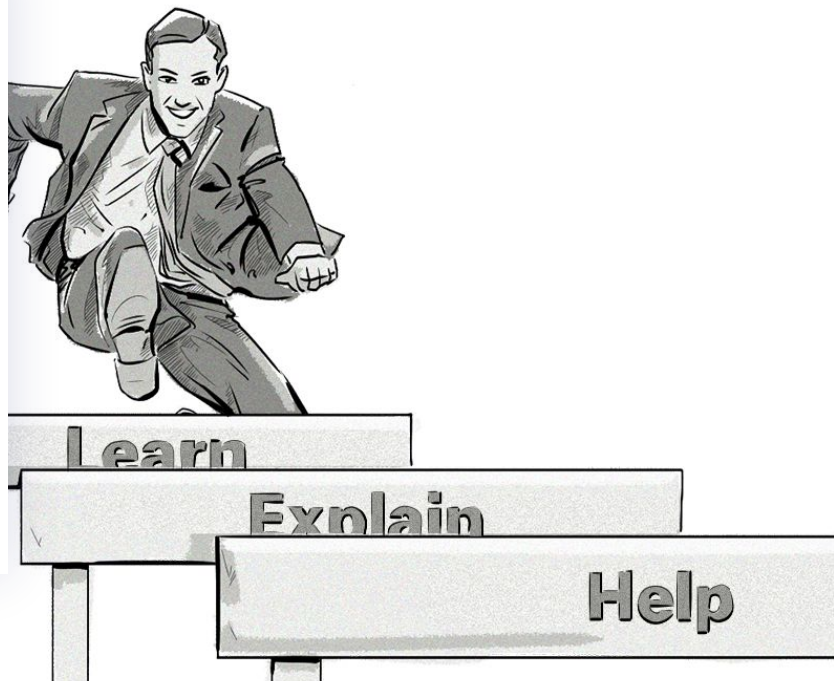# Graduation presentation

About Clearcode

by Emilia Domagała

29.06.2023

What's this presentation about?

The goal of this presentation is to cover:

1. Recommendations
2. Professional Product
3. SAFe-criteria
4. Feedback & Implementation

Professional Product

Analysis
- Lost deals
- Sales funnel
- Improvement ideas

Advice
- Recommendations

Buy a tracking activity software

1. Objectives

What Clearcode wants to achieve?
- tracking Ballparks and Proposals estimates

What results do they expect?
- defining clients hesitation & activity in those documents in order to improve the "offer" stage

2. Research

After analysis of findings

Content
01 good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 34 % of interviewees think there is a problem with this stage

Prospect
02 **different expectations** of clients, need for a clear, broad and compelling **value proposition** that clearly articulates the benefits of the offering, **not a fit** - 71% of interviewees think there is a problem with this stage

Offer
03 **unresponsive** clients, **standing out among competitors, the approach to Sprint 0** adjusted, **Safe estimates, Offer/Ballpark** providing maximum **value** - 71% of interviewees think there is a problem with this stage
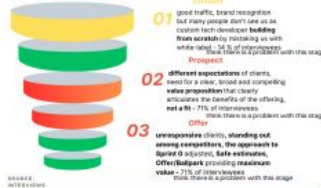
SOURCE: INTERVIEWS.

3. Risk Analysis

What are the common risks?

- the software not working how Clearcode expected
- privacy regulations
- hard to implement in the company
- unneccesary cost

Source: Brainstorming

4. Resources

What's the priority level?
- high (primary priority)

Who will work on that project?
- Lead Processing + Sales

What budget is needed?
- 350 € training on usage x one time, 50 € one account/month, 20 € each new user/month = 420€ (1st) 70€ (2nd)

Timing?
- 2/3 months

5. Responsibilities/tasks

Source: Interviews and own

Carry out case study benchmarking

1. Objectives

What Clearcode wants to achieve?
- identify success stories & victory themes so every employee knows them

What results do they expect?
- winning a client with this approach & being able to communicate better value proposition

2. Research

After analysis of findings

Content
01 good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 34 % of interviewees think there is a problem with this stage

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Offer
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SOURCE: INTERVIEWS.

3. Risk Analysis

What are the common risks?

- lack of time for implementation
- not effective compared to the efforts

Source: Brainstorming

4. Resources

What's the priority level?
- medium

Who will work on that project?
- Sales + Lead Processing

What budget is needed?
- no additional investment, just time

Timing?
- 1/2 months

5. Responsibilities/tasks

Source: Interviews and own

Recommendations

- Change the website
- Sell paid content
- Buy a tracking activity software
- Build an effective feedback system
- Provide external sales training
- Carry out case study benchmarking
- Build network of partners
- Hire business-oriented consultant
- Re-brand to an estimates focus team
- Speak on events

Why was contact, prospect & offer stage problematic?

After analysis of findings

SALES FUNNEL

Contact
Lead
Prospect
Offer
Negotiation
Deal

SOURCE: INTERVIEWS

Contact

01 good traffic, brand recognition but many people don't see us as custom tech developer **building from scratch** by mistaking us with white-label - 14 % of interviewees

Prospect

02 **different expectations** of clients, need for a clear, broad and compelling **value proposition** that clearly articulates the benefits of the offering, **not a fit -** 71% of interviewees

Offer

03 **unresponsive** clients, **standing out among competitors, the approach to** Sprint 0 adjusted, **Safe estimates, Offer/Ballpark** providing **maximum value -** 71% of interviewees

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Change the website

Is it specific? Actionable? Feasible? Effective?

- **objectives** : not being mistaken with competition, building awareness

- **responsibilities/tasks :** reviewing current content, making the draft, consulting the changes, etc.

- **resources** : people (marketing & sales), time (2-3 months), no/low budget

- **implementation**: to be implemented in September

> We are planning to launch a new website until September

CEO

Piotr Banaszczyk
p.banaszczyk@clearcode.cc

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Sell content

Is it specific? Actionable? Feasible? Effective?

- **objectives** : creating additional revenue stream

- **responsibilities/tasks :** reviewing the grammar errors, approving the cost with Finance department, set the pricing, estimate delivery, fees, rules, etc.

- **resources** : budget for 1st 30 copies (costs* 729 euro), ROI= 124%

- **implementation**: to be implemented (list those who would n a hard copy)

Source: Amazon (15% +1,68 euro closing fee), Chapter 5.1 - Print 18 euro

- Head of Marketing (M. Sweeney) about the Marketing recommendations:

3 replies

Mike 4 days ago
Thank you again @Emilia Domagała for the report. It was super valuable and contained some good action and talking points for us moving forward 🙂 (edited)

❤️ 1

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Buy a tracking activity software

Is it specific? Actionable? Feasible? Effective?

- **objectives** : improving the conversion by tracking Ballparks and Proposals estimates

- **responsibilities/tasks** : get an offer from Offery.nl, approve the pricing, do the workshop, start tracking Proposals, follow conversion, etc.

- **resources** : budget for 2 accounts (420 euro - 1st month, 70 euro - 2nd*), free cancelation

- **implementation:** not yet in an implementation phase

*Source: Offery
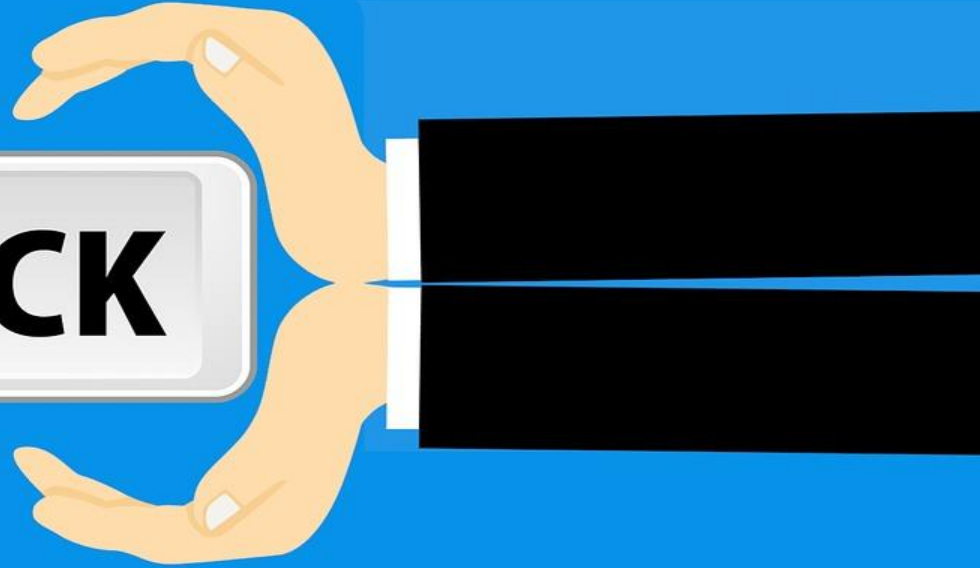
The reasons of lost deals

pricing
11,2%

unresponsive
25,4%

lack of need
23,9%

indecisive
7,5%

lack of expertise
3,7%

in-house team
4,5%

competitor's choice
16,4%

lack of direction/idea
4,5%
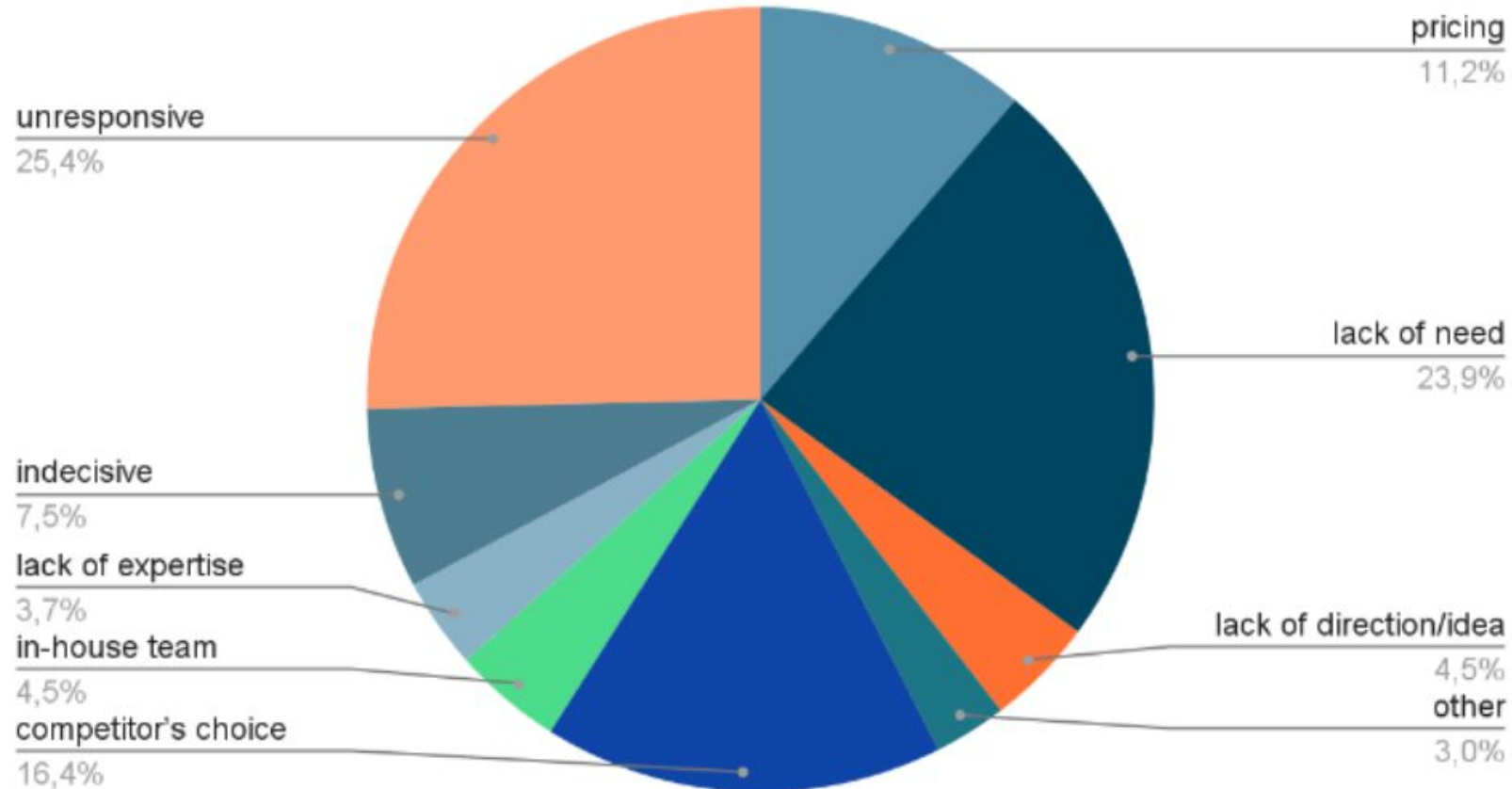
other
3,0%

Source: Hubspot

Is it specific? Actionable? Feasible? Effective?

- **objectives** : improving statistics, getting to the real reasons behind lost deals

- **responsibilities/tasks** : write the simple survey, consult it with the team & correct, send it out to unresponsive clients, gather feedback, etc.

- **resources** : survey created, only time (after a lost deal) of each contact person

- **implementation:** survey created and planned to be sent

> " We can try to have it sent by the last contact person. Thank you! Very nice initiative. "

COO — Tomasz Chmielewski
t.chmielewski@clearcode.pl

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Provide external sales training

Is it specific? Actionable? Feasible? Effective?

- **objectives** : train employees in soft & cultural skills

- **responsibilities/tasks :** find the training of interest, discuss it with the team, approve the budget, get the training, feedback session, etc.

- **resources**: $400- $6,000/h *(depending on training), high ROI

- **implementation:** phase of choosing a training by the Sales Department

Source: Ianarinno

> " Oh wow, that is really an eyes opener. We will talk about this with the team "

Head of Sales
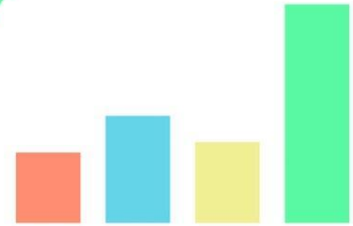
Radosław Kostecki
r.kostecki@clearcode.pl

Carry out case study benchmarking
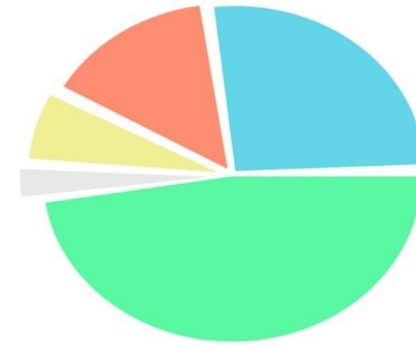
CLEARCODE
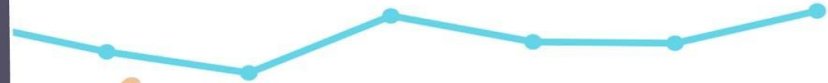
Is it specific? Actionable? Feasible? Effective?

- **objectives** : improving the value proposition through clearly defined success stories

- **responsibilities/tasks :** revise the case studies, define the most successful ones, benchmark them, create an internal training focusing on strengths, etc.

- **resources** : time of long term Sales & Lead Processing departments (1-2 months)

- **implementation:** improving the value proposition positively taken but not yet implemented

CLEARCODE

Build network of partners

Is it specific? Actionable? Feasible? Effective?

- **objectives** : having the big network of partners who could refer Clearcode when there is a specific project

- **responsibilities/tasks :** research the potential partners, consult them with the team, contact them, send them overview deck, etc.

- **resources** : no higher salary for the new role, time - several years + 5-10%* of commission from project after successful referral

- **implementation**: changing one sales role for Partnerships Specialist to focus on partners network

*Source: Sakas

Hire business-oriented consultant

Is it specific? Actionable? Feasible? Effective?

- **objectives** : being able to address business issues and create business-oriented approach for the clients who require that

- **responsibilities/tasks :** research the potential consultants, consult them with the team, choose one, approve the pricing, contact the consultant, etc.

- **resources** : $45 to $150 per hour*

- **implementation:** applying business oriented-approach as a new strategy was already announced

" From now on we will try to focus on business-oriented side as well as the technical one "

CEO

Piotr Banaszczyk
p.banaszczyk@clearcode.cc

Re-brand to an estimates focus team

Is it specific? Actionable? Feasible? Effective?

- **objectives** : having more accurate estimates that are correct according the amount of work and aren't causing "lost deals"

- **responsibilities/tasks :** plan the department and its abilities, create the job offers, announce re-branding, "hire" for the department, workshop "accurate estimates", etc.

- **resources** : similar salary, no additional costs, planning time

- **implementation**: creating the team of Architects

Is it specific? Actionable? Feasible? Effective?

- **objectives** : speaking on events to improve service awareness

- **responsibilities/tasks :** research the costs, approve with Finance department, prepare the presentation, transportation, accommodation, give lecture, etc.
-
- **resources** : 17,5k*

- **Implementation:** CEO was announced to speak on DMEXCO

*Source: OMR

> **"** We are planning to appear on events more often, also as the speakers **"**

CEO

Piotr Banaszczyk
p.banaszczyk@clearcode.cc

Was it helpful for the company?

8

2

SUCCESS