

Sales Strategy and Plan for New Clients and Cross-sell

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Chief Operating Officer



Road to \$1 Billion in Annual Revenue By 2026

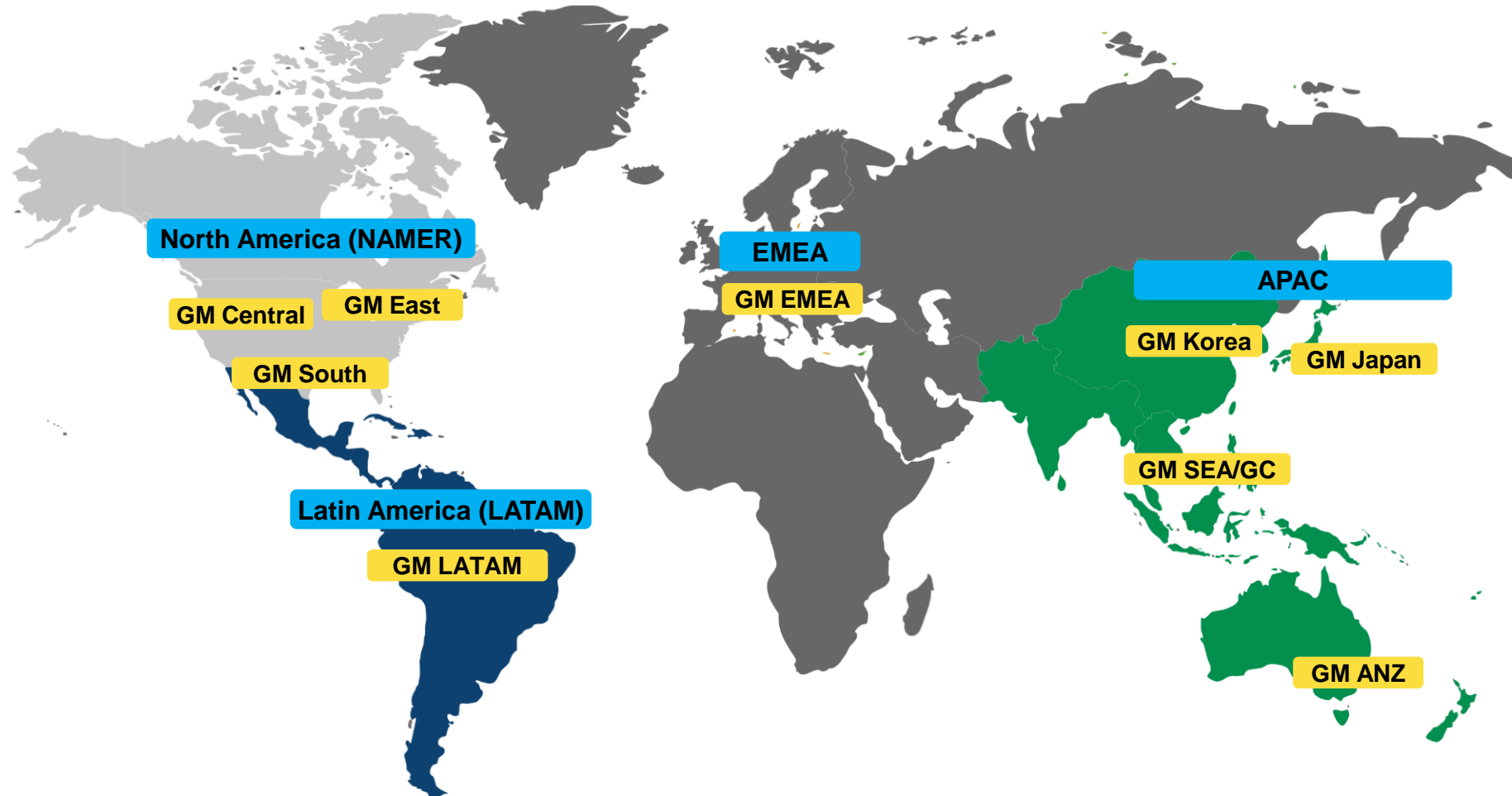
2021 execution strategy and plan to convert more opportunities and pipeline to revenue

- Implement consistent regional structure led by GM's
- Re-accelerate North American growth
- Sell expanded portfolio of solutions
- Increase client retention and cross-sell
- Hire to quota capacity plan and increase productivity



Implement Consistent Regional Structure

Led by experienced and empowered General Managers (GM's)



- Proven, successful model in international regions, now implemented in North America
- GM responsibilities include:
 - Regional strategy
 - Regional P&L, performance and growth
 - End-to-end operations
 - Client relationships, pre- and post-Sales
 - Rimini Street regional team

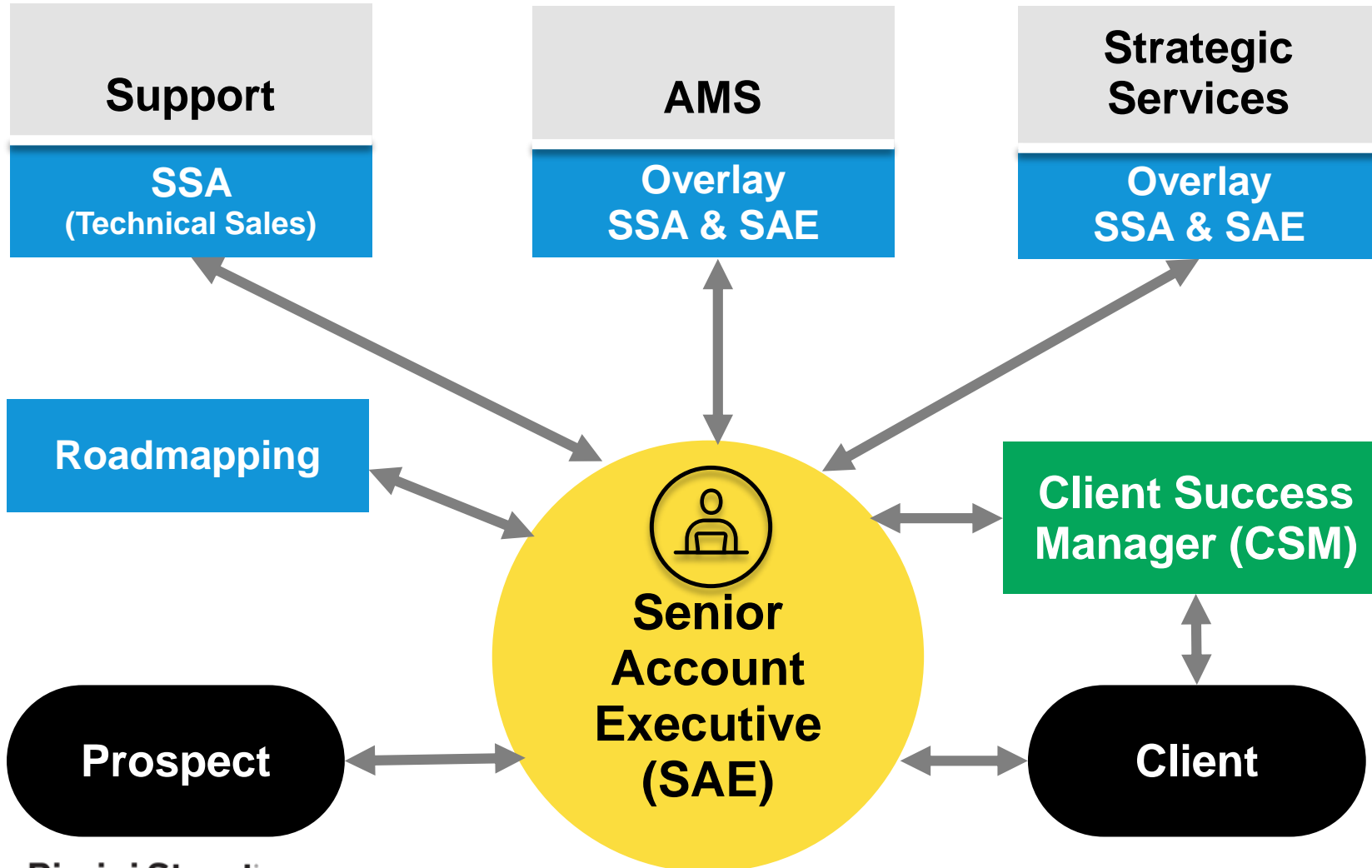
Re-Accelerate Growth In North America

GM's bring added executive leadership, focus and strategic execution to largest revenue territory

- Implement proven GM model in NAMER, with 3 Regions
 - East – includes Eastern Canada
 - Central & Northwest – includes Western Canada
 - South & Southwest
- Experienced GMs hired and in place for 2021
 - Strengthening sales and client engagement leadership (VP, Director) where needed
 - Ensuring consistent cadence, process and discipline across sales cycle and client engagement
 - Driving the hiring of seller (SAE) headcount, including overlay sellers
- Mature big deal strategy and execution model
 - Proactive big deal strategy, disciplined sales cycle
 - Close more large deals with improved win rate, increase average deal size

Sell Expanded Portfolio of Solutions

Overlay sales model drives improved win rates and increased productivity

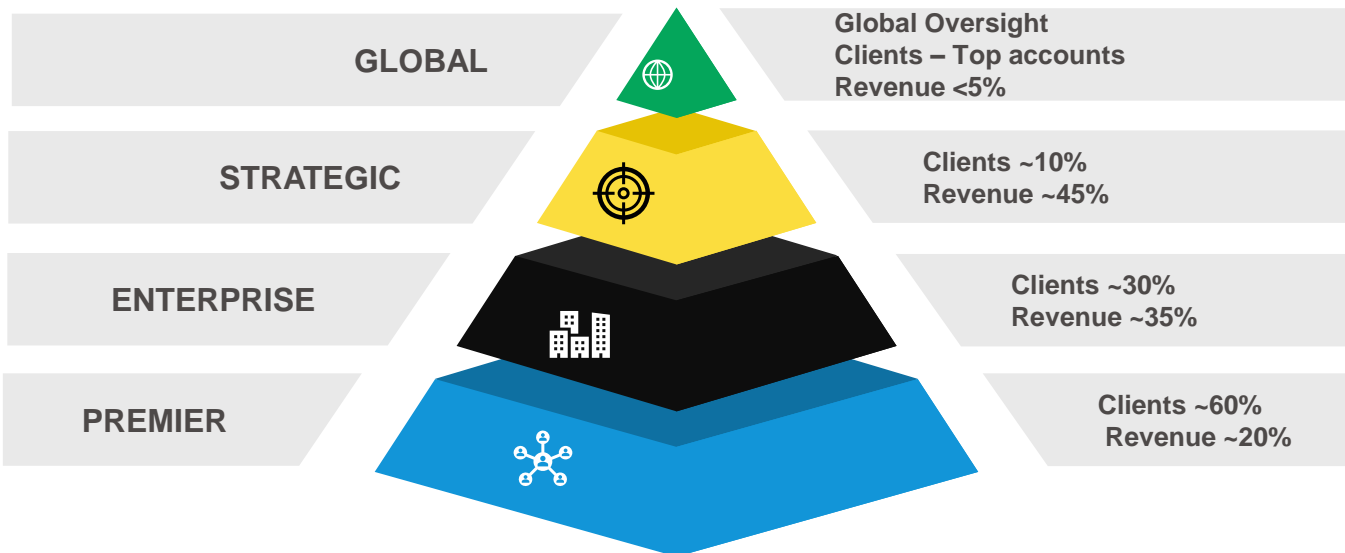


- Sales Account Executive (SAE) drives sales opportunities, with support from SSAs (Technical Sales) and overlay Sales Specialists
- Client Success Manager (CSM) owns account relationships
 - Focused on client satisfaction and account growth
 - Proactive role to identify additional opportunities
- Roadmapping team to drive thought leadership and ERP strategy with client executives

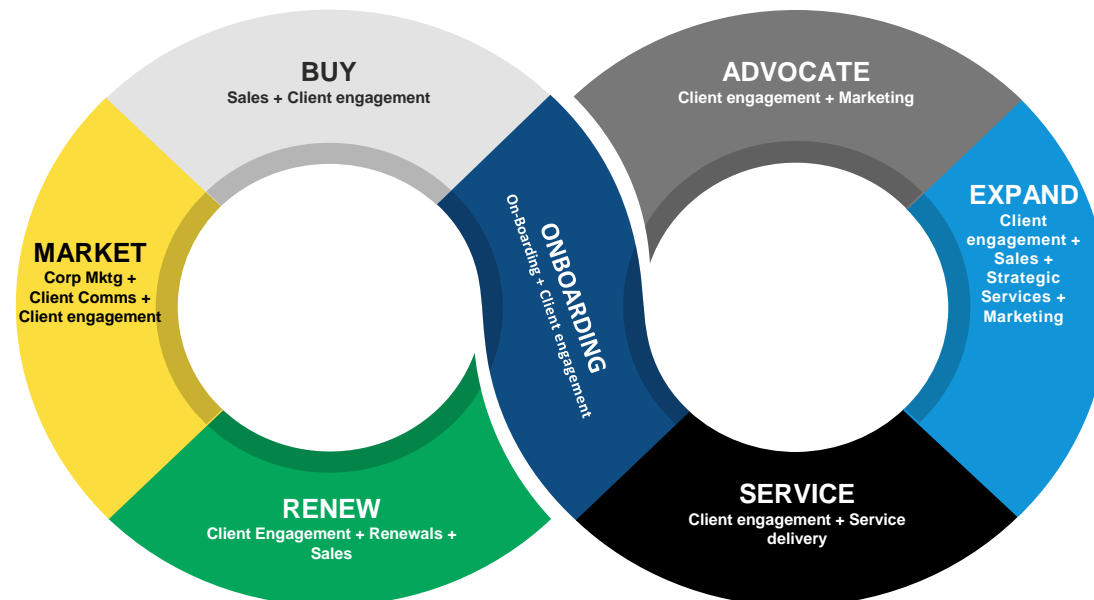
Increase Client Retention and Cross-Sell

Strengthened Client Engagement Model for retention and cross-sell of est. \$1B additional annual opportunity

Segmentation



Lifecycle Management



- Touch all clients with engagement tailored to needs
- Client segmentation criteria – simple, regionally driven based on existing and potential revenue
- Specific global client model, more complex, multi countries

- Multiple touch points - engagement through client life cycle to expand lifespan
- Team-wide Account Plan, including client white space analysis
- Rimini Street executive sponsors
- Alignment of incentives across revenue team

Hire To Quota Capacity Plan And Increase Productivity

Robust process from recruiting and hiring proven talent to developing high-performing sellers

Sourcing Top Candidates

- Virtual Career Fairs
- External Firm & Contract Sourcing
- Referral Bonuses

Onboarding and Enablement

- New Hire Sales Training
- 90 Day Sales Onboarding
- On-the-Job Shadowing/Training

Sales Mastery/High Performance

- Methodology Training
- Best of Breed Enablement Tools & Analytics
- Proposal Management Team
- Reference & Customer Advocacy Team

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Hiring Premier Sales Talent

- Aptitude Assessments
- Panel Interviews
- Internal Recruiting Team

Continuing Education

- Sales, Product & Industry Training
- On-Demand Learning Library
- Digital & Social Selling Certification



Rimini Street®

