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Sales Questions

The document outlines the information we should have in order to elicit requirements and order status from customers during the sales process.

Target Opportunity (0%)

A customer has been identified as a potential lead and we have their role and contact details. The aim to get a first scheduled meeting to introduce Kinesense.

- What department are we targeting?
- What are their roles and responsibilities in relation to video/other? *(volume crime team, MI team, surveillance team)*
- What current methodologies/products are they using in relation to video/ investigations (*is a competitive or complementary technology being used)?*
- What is their likely driving force to a potential purchase *(time savings, ease of preparing video for colleagues, video format usage (surveillance video), report making, faster actionable intelligence)*
- How many cases do they process per year?

First Schedules Engagement (0%)

A meeting has been scheduled with the customer and the aim to get an understanding of their requirements, potential order size and purchasing power with a view to progressing them along the sales cycle?

- What are your current CCTV processes?
- Who is responsible for the retrieval of CCTV?
- Who is responsible for reviewing CCTV?
- Who is responsible for preparing reports?
- What key CCTV issues do you face and would like to overcome?
- How many cases involving CCTV does your organisation/ team deal with?
- What is the typical length of a CCTV recording?
- Do they regularly use a source of video?
- How many sources of CCTV are typically used in a case?
- How many people in your departments/ organisation should have access to CCTV analysis tools?
- Do you require the Kinesense solution to interface with an existing or new system?
- Are you looking at other solutions?
- Do you have a budget available for this project?

- Who are the key decision makers (technical, operational, budget)?
- What are your key driving criteria for the implementation of change to your CCTV practices?
- What is your timeframe for this project?
- Do you have other projects that you are pursuing?

  Based on the above information we should be able to determine the appropriate products and people for the trial stage. At this stage we should have an idea if an Enterprise solution or perpetual solution is preferred. We also should make sure we know who the key decision makers are.

Information gathering/Trial (25%)

The aim at this stage is to have the trial completed outlining the business case on a technical, process and people requirements basis ensuring that all the key decision makers have been involved to facilitate a decision to purchase. This stage will probably be a two-step process- arranging trial and collecting feedback.

- What are the key criteria that you will be evaluating our solution?
- Who will be carrying out the trial?
- Are you testing other solutions? If so what solutions?
- What is your next step once you have completed your assessment?

- What other information do you need from us to help you?
- Other that you who is involved in deciding?
- Will a tender process be required?
- Are competitive proposals being considered?

Decision due (50%)

The proposal has been provided for the right people with an individual business case written for or done by the customer.

- When do you expect a decision to be made?

Verbal close (90%)

- When can we expect the purchase order?

Customer Questionnaire

Where does the video you are analysing come from?

☐ Covert Recorders Please specify which ones _____
☐ Video Management (solutions) VMS Please specify which ones _____
☐ Third party CCTV files
☐ Mobile Phones
☐ Body worn

How important is it to achieve the the following?

	Not important	Somewhat important	Very important
Getting video into a viewable format			
Faster review of video			
Ability to quickly make intelligence reports reports			
Clarifiying video			
Making court reports			
Enabling team collboration			
Sharing video with others			
Having an auditable solution			

How important are the following product features to you?

	Not important	Somewhat important	Very important
Direct VMS support			
Search by motion			
Filter by colour, direction, zone			
Face detection/ recognition			

Reporting functions			
Enhancement /clarification			
Redaction			

How many people in your organisation need to use video investigation solutions?

☐ 1-
☐ 2-5
☐ 5-10
☐ 10-20
☐ 20-30
☐ More Please specify?

In the case of multiple users, do you want a networked solution?

☐ No
☐ Yes
☐ Don't know

In your words, what should the ideal video investigation solution do and provide for you?

_____
_____
_____