

Solution Sales Rules of Engagement

Mission: Deliver effective and comprehensive product support to DTE and Health Plan Selling efforts

- Preparation for client/prospect meetings
- Delivering excellent client presentations and demonstrations
- Effectively position TDH products against competitors
- Assist in ROI projections, proposal development and overall follow-up

Solution Sales Coverage:

- Solution Sales Consultants will be assigned certain product(s) and segment(s) to support.

Solution Sales Consultant	Products	Segment
Natalie Marotta	LVGO DM, HTN, DPP, WP	Employer > 5,000 – 14,999 EE
Grace Silverio	LVGO DM, HTN, DPP, WP	Employer >15,000 EE + Health Plan
OPEN	LVGO DM, HTN, WP, CKD, HF	Employer >15,000 EE + Health Plan
Chuck Tepper	Mental Health	Employer > 2,500 - 9,999 EE + Medicaid Providers
Renese Super	Mental Health	Employer >10,000 EE
Lori Hutchinson	Mental Health	Health Plan
OPEN	TDH Genmed, VPC, EMS	Employer
OPEN	TDH Genmed, VPC, EMS	Health plan

* Introduce Management layer for a

Engaging Solution Sales:

- Solution Sales Consultants should be leveraged for qualified opportunities. In practice, DTE and Health Plan reps should have delivered initial overviews of TDH capabilities and value prop. Upon confirming particular interest in certain products and capabilities DTE and Health Plan Reps engage with the SSC Team

- DTE and HP Reps should be able to provide an initial overview high level summary/overview of TDH Solutions. Solution Sales should not be used for initial introduction of company and or product

Out of Scope:

- Calling directly on clients or prospects
- Negotiating contracts or driving execution of signatures
- Technical discussions (integration, technical specifications, privacy/security questionnaires)
- Custom requests (Any non-standard product requests or pricing models will require product or Deal Desk support.
- Detailed ROI review (engage MD team)
- Opportunity updates & forecasting in SFDC, Proposal Generation, RFP's (All owned by front line Rep or Sales Operations Support)