

Requisite-IBD

Example Project Specification & Terms of Engagement.

Requisite-IBD Harfield House Winnaway Oxon OX11 0JG		Company X Address1 Address2 Address3	
Contact: Mark Broerse mark@requisite-ibd.com 0788 75 75 700		Contact: Name Email Telephone	
Agreed: _____ Date: _____		Agreed: _____ Date: _____	
Project Scope:	To contact and review the current client base with a view to increasing repeat business and changing the business model from project based, to a greater % of recurring revenues.		
Timescales:	15 days over initial period of 3 months, to be reviewed monthly.		
Success:	Achieve new product/route to market definitions and initial prospect pipeline equating to 5% of current yearly turnover. Current Average Order value: £2500 (Or equivalent monthly recurring) Sales Cycle: 2 Months Net Profit Margin: 45% reducing to 30% with new channel structure MBOs: Full report on client contact, market analysis, recommendations Modelling of margin/profit/ cash flow modelling. Pipeline document detailing current prospects (on-going).		
Fees/Commitment:	5 man days per month at £XXX day rate. (<= predicted increase in NP) 1-2 man days / month at reduced rate / profit share on-going sales development activity. Initial 3 days to be paid on completion at standard day rate. (£XXX) Subsequent fees to be invoiced monthly and paid within 15 days, at agreed day rate.		
Milestones:	Week1: Model new CFF and detailed targets Month1: Approach selected prospect clients and define new product/route to market, against agreed and documented project plan. Month2: Migrate current and new clients to recurring revenue model Month3: Direct field sales / channel development activity		
Commitment:	Both parties agree to allocate required time and materials to the project according to the following: Week 1 intensive review of historical figures and client data base – 1 days Week 1 development of client facing product / channel strategy – 1.5 days Week 2 production and agreement of key measurable milestones / targets / goals – 1.5 days Week 2 client / channel introduction – 1 days		