

Sellers / Frequently Asked Questions

Why is TDN involved? Turner DeVaughn Network (TDN) serves as an authorized representative – an agent of your prospective buyer. Think of the portal as a convenient, productive channel through which to reach your target and ensure proper visibility of your inquiry.

Who pays for the portal? Basic registration, which is *free*, enables you to submit your contact information and to describe the primary benefit of your offering(s).

Vendors may also *pay to subscribe* to the portal for one month, six months or one year. TDN's personal attention and deep expertise represent potentially significant value to you as we become more familiar with your value proposition and advise how you can make your offerings more relevant and compelling to the buyer(s) we represent.

Why should a vendor subscribe? The decision to subscribe is based on your specific circumstances, goals, and how serious you are about getting a particular buyer's business.

One-month trial subscription. The most important benefit of being a subscriber for one month is the opportunity of learning, direct from the buyer, important feedback to your initial inquiry made in the free registration. You may learn where you stand and how to earn the buyer's trust, among other valuable insights. You can also access confidential information contained in the buyer's company profile and present your full value proposition based on what the buyer has revealed about their current needs. This will remain on the periodic vendor-report the buyer sees.

Six-month subscription. Upgrading to a longer-term subscription will, as you specify, automatically update your contact information and value proposition during the period of your subscription on a monthly basis. These changes will be made prominent along with your place on the list of the vendors who are calling the buyer. Direct and timely feedback from the buyer and TDN can guide the updates you make, such as quantification of the value you offer. Extending your subscription also enables you to update the buyer on new benefits, your company news, your new customers, etc.

One-year subscription. Each time new feedback is posted on the portal, you will receive an email alert. Lack of alerts may not reflect lack of activity. Your contact information, value proposition and current status are made prominently visible at all times.

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Why do I have to pay to see the buyer's "profile"?

Senior executives expect vendors to do extensive research before calling. The content-rich profile in the portal saves you hours of homework. Along with the feedback you receive, details contained in the profile is carefully prepared by TDN in collaboration with the buyer and enables you to present the most relevant and compelling value proposition to that particular buyer.

The profile is periodically updated. This enables you to identify potential new opportunities. This confidential information is available to subscribers only.

What does the buyer see?

Immediately upon your *free registration*, your prospect sees your contact information, date of your call and the description of your product benefit that you provided. With a *paid subscription* you have the opportunity to describe your full value proposition and be made certain that it is visible to the appropriate person(s). As you're aware, a relevant and compelling value proposition is essential to a purchasing decision, as are examples of similar customers now enjoying your product's benefits.

This information, furnished by you, would be presented to your prospect in a detailed call report in which they can see all vendors who have contacted them. Based on the quality of the information you provide, the prospective buyer determines if and when a response be would appropriate.

Isn't personal contact better than an impersonal portal?

The volume of unsolicited sales inquiries can overwhelm buyers but their jobs still require them to say apprised of new vendors, technologies and solutions. This portal delivers a convenient and productive means to do so. No vendor is ever denied opportunity to present their offering.

Why does the portal place such emphasis on my value proposition?

Straight talk upfront about real value creates the trust essential to the sales transaction and an ongoing relationship. Vendors typically spend most time describing their product's features and benefits. While useful, this information is limited. It falls short of adequately describing the relevancy of the benefits to a specific buyer's most pressing needs.

A value proposition is nothing more or less than a justification for the price being charged and paid. Buyers want the data by which they can compute their total cost of ownership (TCO). So it's important to reveal your price, or at least information about your business model. It's also important to reveal anything by which they can understand the cost of adopting your product – how much it will cost to begin deriving the product's benefits. Few sellers feel comfortable describing things like a learning curves, etc., but they withhold such information today at great risk.

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Why does the portal call for customer success stories?

Because buyers want them. They want to know your customers' experience with your products. The stronger your prospect can identify with your existing customers, the more favorably that prospect will consider your offerings. A quantitative description is preferred. *How much* did that customer save in time or money? *How much* new revenue did they realize?

What are TDN's qualifications to conduct this service and judge my value?

For many years, this has been TDN's special expertise. The co-founders of TDN wrote the definitive book the subject, *NET Value: How You Can Profit While the Digital Culture Changes Your Value Proposition*. This 2008 book was based on decades of practical experience with marketers plus primary research on customer behavior in today's digital culture of social media and networks. The findings revealed the unaddressed gaps that exist between vendors' marketing efforts and the unmet needs of their target customers.

What other companies use supplier portals?

GE, University of Pennsylvania, Walmart, Bank of America and AT&T each have a web-based portal enabling prospective suppliers to register and qualify for approval. These portals have filters that enable the organizations to identify vendors who offer relevant value. Some of these very large enterprises also give interested vendors guidance how to best demonstrate relevancy.

TDN offers the discipline of this large-company process combined with a personal touch more typical of a much smaller organization. The discipline is focused on relevant value. The personal touch reinforces the buyer's own brand and enhances a reputation for quality suppliers

What other buyers does TDN represent?

Our users include the Fashion Institute of Design and Merchandising, the City of Minneapolis, VPI Pet Insurance, and Ibox Technology Group among other companies. You may also want to submit your information to them.

Adopting this service can expand your reach, save time and improve the conversion rate of your sales calls. In a tough economy that is compelling everyone to be more productive and effective, Vendor Screening Powered by TDN serves buyers and sellers alike.

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