

Accelerating Kornit Digital's Success in the Marketplace



Jim Manelski

Value Selling Skills

Results Driven

Experienced

Tenacious



kornit
DIGITAL
Following the Drop of Success

Success Attributes

- ❑ Strong business development skills. History of building regional business from the ground up.
- ❑ Experienced at qualification and needs analysis insuring efficient use of time managing a large region.
- ❑ Keen understanding of Digital Color print workflow. Able to assess needs and translate proposed solutions into tangible ROI.
- ❑ Strong consultative selling skills. Able to uncover needs & formulate the correct solution for the customer.
- ❑ "Can Do" attitude to promote brand & develop prospects in an untapped market.
- ❑ Resourceful. Able to independently build sales when local resources may be unavailable.
- ❑ Industry experience and knowledge quickly establishes credibility and trust.

My Value Proposition

- ✓ Strong business development skills. History of building regional business from the ground up.
 - Took control of under-performing region in the Southwest and built an \$8MM annual business within 3 years.
 - Assumed new territory after cross-country move and achieved annual \$3MM quota in 4 months.
 - Regained lost \$1.3MM contract through credibility, rapport, and tenacity.

- ✓ Experienced at qualification and needs analysis insuring efficient use of time managing a large region.
 - Built Northwest Region team employing consistent sales process resulting in 80% of team at President's club performance.
 - Spent significant time coaching in the field focused on qualifying and needs analysis.
 - Achieved five consecutive years of President's Club recognition for outstanding performance.

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My Value Proposition

- ✓ Keen understanding of Digital Color print workflow. Able to assess needs and translate proposed solutions into tangible ROI.
 - Color print and workflow experience enables me to rapidly qualify & assess a large number of customer's needs.
 - Skilled at prioritizing. Spend valuable time on the most likely prospects.
 - Translate solutions into tangible financial benefits to my customers.

- ✓ Strong consultative selling skills. Able to uncover needs & formulate the correct solution for the customer.
 - Probing and questioning skills lead to uncovering compelling needs more rapidly.
 - Organization skills enable me to consecutively manage a large number of prospects and sales campaigns.
 - Experienced at building a deep and predictable sales funnel.

My Value Proposition

- ✓ "Can Do" attitude to promote brand & develop prospects in an untapped market.
 - View undeveloped market as a positive opportunity.
 - Evangelize the brand and promote breakthrough technology.
 - Consistently focus on products' benefits to the customer.

- ✓ Resourceful. Able to independently build sales when local resources may be unavailable.
 - Developed new territories and turned around problem regions into successful performers.
 - Worked remotely and in virtual offices throughout my career.
 - Consistently succeeded without local demonstration center resources.

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My Value Proposition

- ✓ Industry experience and knowledge quickly establishes credibility and trust.
 - Able to approach prospects at the executive level by offering my knowledge and experience.
 - Garner strong base of references due to positive past experience and relationships.
 - Poised, confident and professional demeanor without being seen as overly confident.

Additional Areas of Expertise

- ✓ Wrote informational newsletters and blogs underscoring my reputation and value to my customers.
- ✓ Entrepreneur with background of managing P&L strengthens my credibility at the CEO level.
- ✓ Unique mix of experience has enabled me to cross over between Lithography, Screen, Narrow & Wide Format Digital Printing.
- ✓ On-Line marketing experience and SEO are recent additions to my skills.

Outstanding Accomplishments

- ✓ Built a new region for Scitex in the Northwest into \$16MM in sales within 5 years.
- ✓ Built new Region in Texas from the ground up. Achieved >\$8MM in sales within 3 years.
- ✓ Awarded President's club recognition at Scitex for 5 consecutive years.
- ✓ Regained lost \$1.3MM lost contract from competitor at Crosfield/DuPont.
- ✓ Awarded Regional Manager of the year at Crosfield/DuPont.
- ✓ Deployed new business e-commerce enabled web site with no formal training.
- ✓ Increased sales from \$2MM to over \$6MM at BullDog Products

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Personal Success Factors

- ✓ Enthusiastic evangelist of my company and products.
- ✓ Able to think on my feet and make quick adjustments.
- ✓ Technically savvy and comfortable presenting benefits of technology to those who may not be.
- ✓ Calm and poised under pressure.
- ✓ Consistently strive to learn new skills and sharpen those I already possess.
- ✓ Tenacious, I push past inevitable setbacks and move ahead.
- ✓ Flexible. Able to present to the Board Room as well as the Back Room.

Strategic Action Plan

30 Days

- ✓ Complete necessary training and gain in-depth product knowledge.
- ✓ Analyze database of existing identified prospects and suspects.
- ✓ Perform sales planning including strategies and objectives.
- ✓ Compile comprehensive list of prospects and suspects in the region.
- ✓ Build profile of the ideal prospect.
- ✓ Begin process of building pipeline.
- ✓ Promote rapid increase of brand awareness.

60 Days

- ✓ Assemble database of prospects.
- ✓ ID top 20 target accounts
- ✓ Contact/initial visit to all top target accounts
- ✓ Visit all distribution partners in the region.
- ✓ Instill a sense of urgency.
- ✓ Analyze competitive strengths and weaknesses.
- ✓ Cultivate relationships with key customers/demonstration sites

Why Jim Manelski?

I Have All The Pieces

- ✓ Built multiple territories and regions from the ground up.
- ✓ Quick study. Not afraid to take on a new challenge.
- ✓ Keen understanding of the digital print process.
- ✓ Highly skilled at the capital equipment sales process specific to the print industry.
- ✓ Compile compelling presentations and ROI directed at customers' specific requirements.
- ✓ Build solid cooperative customer relationships at the executive level.
- ✓ Keen understanding of the importance of building a solid and consistent sales pipeline.

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Closing

Questions

- ① How would you define success in this role?
- ① What do you consider to be the most challenging parts of this job?
- ① What is the biggest problem that needs to be addressed right now?
- ① Historically, what has been the biggest barrier to closing a sale in this region?
- ① Based on my background and experience what do you think would be the greatest challenges for me in this position?
- ① What are the next steps in the selection process?
- ① What is the best way for me to follow-up with you?

Thank You For Your Time And Consideration

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