



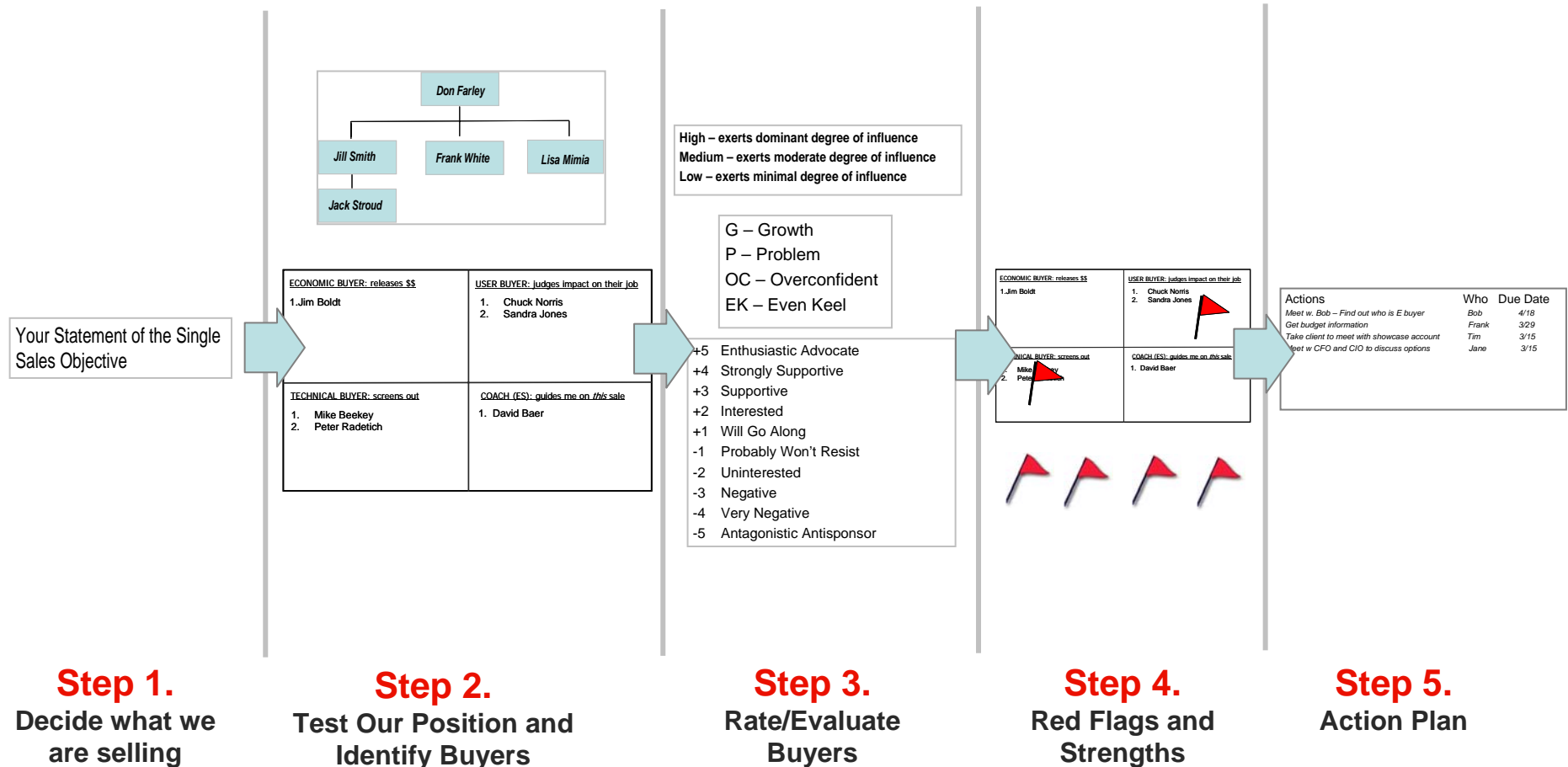
Strategic Selling Templates

Deal, Date, Attendees

Agenda

- Open Discussion About the Deal (Opportunity)
- Overview of Strategic Selling Process
- Outcome of the Strategic Selling Process
- Ground Rules for the Meeting
- Review Issues of Proposal
- Get Questions Defined and Written for Submission Based upon “AGREED TO” Win Strategy
- Decide on who is on Proposal Response Team and Red Team and Actions/Activities and Dates

Overview of the Strategy Workshop Process



Buying Influences Chart

Who are the people in the decision making process in regards to my current sales proposal?

<p><u>ECONOMIC BUYER: releases \$\$</u></p> <ol style="list-style-type: none">1. Jim Boldt	<p><u>USER BUYER: judges impact on their job</u></p> <ol style="list-style-type: none">1. Chuck Norris2. Sandra Jones
<p><u>TECHNICAL BUYER: screens out</u></p> <ol style="list-style-type: none">1. Mike Beekey2. Peter Radetich	<p><u>COACH (ES): guides me on <i>this</i> sale</u></p> <ol style="list-style-type: none">1. David Baer

Buyer Influences – Degree of Influence

H – High

M – Medium

L – Low

High – exerts dominant degree of influence

Medium – exerts moderate degree of influence

Low – exerts minimal degree of influence

Buyer Influences – Response Modes

G – Growth

P – Problem

OC – Overconfident

EK – Even Keel

- Buyer is in “**Growth**” mode – sees that the solution will improve and enhance their already improving situation.
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- Buyer is in “**Even Keel**” mode – sees no problem and does not need growth, they are content where they are. (Don’t rock the boat).
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Buyer Influence - Ratings

How does each person feel right now with regard to my current sales proposal?

- +5 Enthusiastic Advocate
- +4 Strongly Supportive
- +3 Supportive
- +2 Interested
- +1 Will Go Along
- 1 Probably Won't Resist
- 2 Uninterested
- 3 Negative
- 4 Very Negative
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Red Flags and Strengths

- **Red Flags**

- Critical Information is missing
- Uncertainty about the current information
- Any uncontacted Buying Influence
- Buying Influences new to the job
- Reorganization
- The More Red Flags the Better



- **Strengths**

- Areas of Differentiation
- Opportunities that can be used to improve your position (strategy)
- Must be relevant to your current single sales objective
- Diminishes the importance of competitor
- Diminishes the importance of price

Win-Results

Companies get Results, but only people Win.

Wins

1. Fulfillment of promise made to oneself
2. Intangible, not measurable, not quantifiable
3. Personal

Results

1. Impact of a product on a business process
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Buying Influences – Results Chart

<p><u>ECONOMIC BUYER: releases \$\$</u></p> <ul style="list-style-type: none">• Low cost of ownership• Good budget fit• ROI• Financial responsibility• Profitability• Cash flow• Performance	<p><u>USER BUYER: judges impact on their job</u></p> <ul style="list-style-type: none">• Wants reliability• Increases efficiency• upgrades skills• Improve performance• Best problem solution• Easy to use and learn• Super services
<p><u>TECHNICAL BUYER: screens out</u></p> <ul style="list-style-type: none">• Solution meets specs• Aligned to standards• Best technical solution• Delivery and implementation timely• Discounts/low bids/price• Reliability• Contract terms	<p><u>COACH (ES): guides me on <i>this</i> sale</u></p> <ul style="list-style-type: none">• Recognition• Visibility• Get strokes• Needs favor• Be seen as a leader• Be seen as a problem solver



Defining Your Position and Your Go-Forward Strategy

Single Sales Objective

What is it we are selling and the client is buying?

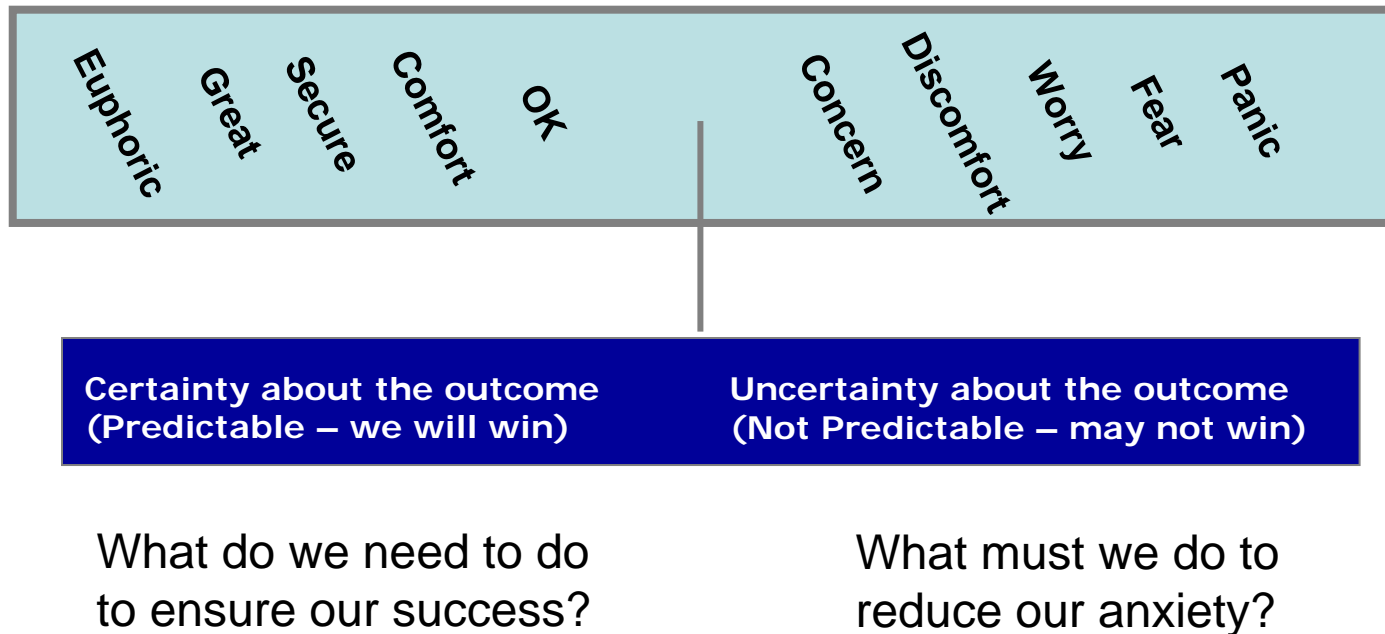
Your Statement of the Single Sales Objective:

Single Sales Objective - Statement

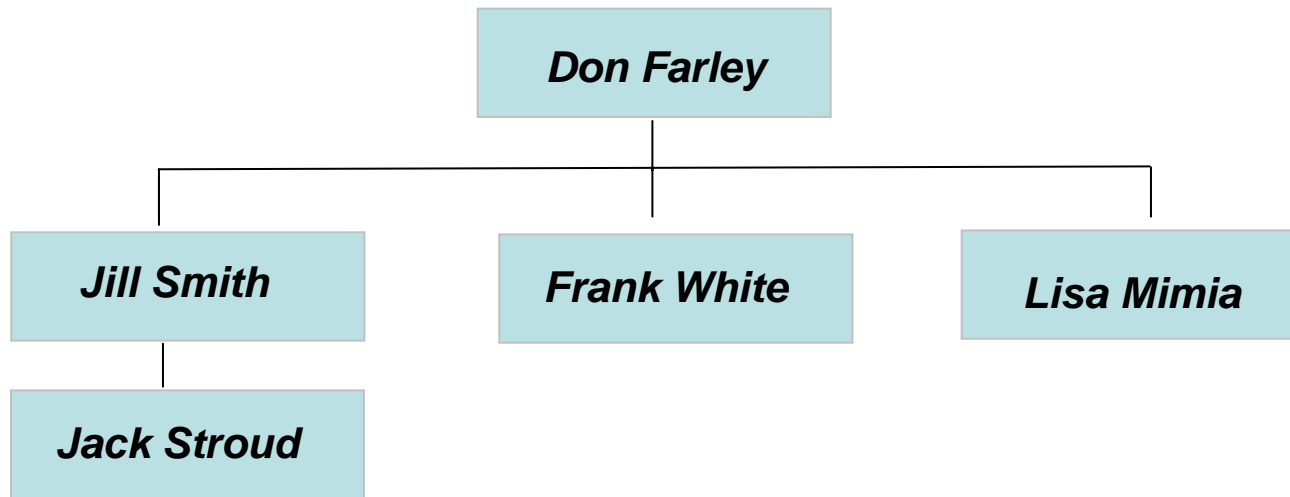
- What is it your are selling and what is it the client is buying?
- It must be; specific, clear, concise, tangible, measurable.
- It must be focused on the outcome.
- The solution must be defined where client knows it.
- Must include decision date and/or timeline.
- It must only relate to this specific sale.
- It should be one sentence and simple to understand, usually not connected by “and”.

Test Your Current Position

How do I feel right now about closing this piece of business?



Draw An Organization Chart of Client Account



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Sample Wins

- Remain in power
- Achieve control over others
- Get more leisure time
- Remain in given location
- Increase skill development
- Increase personal productivity
- Be an instrument of change
- Be seen as a problem solver
- Become smarter
- Increase personal potential
- Improve social status
- Have more time with family
- Get more power
- Increase self esteem
- Be more flexible
- Feel more safe and secure
- Put in quality performance
- Be seen as a leader
- Offer uniqueness
- Pay a debt
- Increase responsibility and authority
- Pursue life style

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Strategic Account Analysis

Buyers	Type	Mode	Win-Results	Rating	Base Covered

Action Plan

<u>Actions</u>	<u>Who</u>	<u>Due Date</u>
<i>1. Meet w. Bob – Find out who is E buyer</i>	<i>Bob</i>	<i>4/18</i>
<i>2. Get budget information</i>	<i>Frank</i>	<i>3/29</i>
<i>3. Take client to meet with showcase account</i>	<i>Tim</i>	<i>3/15</i>
<i>4. Meet w CFO and CIO to discuss options</i>	<i>Jane</i>	<i>3/15</i>