

COMPLEX SELLING WORKBOOK



1ST STEP - ANALYZE CURRENT POSITION

Account Name:

Your Sales Call Objective for your next visit: (Specific, measurable, timeline, desired outcome)

How do I feel right now about meeting this objective? (Euphoria = 10, Panic =1) Explain:

Who are all of the key players?

How do they feel about you?

How do they feel about your proposal?

What questions might they want answered?

How are we positioned against other internal solutions?

What is influencing how you do business in this account?

What changes are taking place in your industry?

What changes are taking place in your territory?

How are you positioned vis a vis your competitors?

What future trends do you see happening in your territory?

Other?

2ND STEP POSSIBLE ALTERNATE POSITIONS

Examine new options to discover how you might REPOSITION yourself to make the attainment of your next call objective more likely

Focus on what you already know, and then think about new ideas to counteract changes happening in this account

Every Alternate Position should either capitalize on an area of strength or reduce the impact of a red flag

Economic Buyer – Who has the final authority to release the money?
Degree of influence – high, medium, or low? (organizational impact, level of expertise, position in the company, personal priorities, internal politics)
Have I identified all the key people?
Current position with this person? (G,T,EK,O)
Covered all the basis with this person?

User Buyer – Who will personally use or supervise the use of my product or service on the job?
Degree of influence – high, medium, or low? (organizational impact, level of expertise, position in the company, personal priorities, internal politics)
Have I identified all the key people?
Current position with this person? ((G,T,EK,O)
Covered all the basis with this person?

Technical Buyer – Who will make judgements about the specifications of my product or service as a way of screening out other vendors?
Degree of influence – high, medium, or low? (organizational impact, level of expertise, position in the company, personal priorities, internal politics)
Have I identified all the key people?
Current position with this person? (G,T,EK,O)
Covered all the basis with this person?

Coach – Who internally can guide me in this sale?
Degree of influence – high, medium, or low? (organizational impact, level of expertise, position in the company, personal priorities, internal politics)
Have I identified all the key people?
Current position with this person? (G,T,EK,O)
Covered all the basis with this person?

SAMPLE WINS AND RESULTS

WINS		RESULTS	
Remain in Power	Have more time with family	ECONOMIC BUYER	USER BUYER
Achieve control over others	Get more power	Low cost of ownership	Reliability
Get more leisure	Increase self esteem	Good budget fit	Increased efficiency
Remain in a given location	Be more flexible	ROI	Upgrade skills
Increase skill development	Feel more secure or safe	Financial responsibility	Fulfill performance
Increase personal productivity	Put in a quality performance	Increased productivity	Best problem solution
Be an instrument of change	Be seen as a leader	Profitability	Do a job better/faster/easier
Be looked on as a problem solver	Offer uniqueness	Smooth out cash flow	Versatility
Contribute to the organization	Pay a debt	Flexibility	Super service
Increase mental stimulation	Increase responsibility and authority		Easy to learn and use
Gain recognition	Pursue a lifestyle		
Increase Growth potential	Get more freedom		
Improve social status			
		TECHNICAL BUYER	COACH (Wins – not results)
		Specs are best and product meets them	Recognition
		Timely delivery	Visibility
		Best technical solution	Get strokes
		Discounts/low bid/price	Make a contribution
		Reliability	Be seen as a problem solver

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