

# Sales Problems & Opportunities

## GENERAL

On the accompanying pages are the specific inputs from the phone call. I combined the ratings and rated them as #1 Issue and #2 Issue, in aggregate. Here are some of the 'verbatim' from our conversation (I've taken the liberty of adding some language to clarify.)

- We want something closed too quickly, and sacrifice larger deals
- We seem to sell what's 'not on the truck.'
- We don't have a good farm team, getting ready to draw from when we need more talent
- It's not what we say, it's how we behave
- We must consistently differentiate ourselves
- Be nice to redesign/reinvent what selling means
- Need to get our story straight and compelling
- We need a simple, concise, repeatable sales process

### MARCH XXX AGENDA

In creating the agenda below, we will address the issues that are on the following page. In the time we have, we won't be able to address all of them in the depth we eventually will, but we want to begin to solve the problems.

TIME	MODULE	REASON
Hour 1	<b>Getting To Know Each Other</b>	This is the initial hour of any program we do. This is where rapport is established, our ground rules are set, we share lessons from the advance video and we share what we each want to get out of this day together.
Hour 2	<b>Building The Foundation</b>	This is the inner game, the mental perspective that strengthens your operating platform. So that you will have confidence in how you execute the sales process regardless of your role in the company.
Hour 3	<b>The Importance of Systems and Processes</b>	Here is where we introduce the Sales Process that we worked on the day prior in the management meeting.
Hour 4	<b>Prospecting 101</b>	This includes 'who' we pursue as well as 'how' we do it and what our perspective is when in 'prospecting mode.' My belief is that we are ALL in prospecting mode ALL the time.
Hour 5	<b>Positioning From Strength</b>	Here, the focus will be on how we position ourselves - from the questions we ask to the message we deliver.
Hour 6	<b>Problem Solving</b>	We'll take an hour here to specifically solve the group's problems and hesitations.
Hour 7	<b>Rules, Tools &amp; Attitudes</b>	This is a review of the most important rules and attitudes that each person can take from this. We will also have a "lessons section" at the end where each person will share a lesson they learned and what they'll do with it.

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CHECK THOSE THAT APPLY

## Issues

<div> <div>CONSTITUENT ISSUES</div> <div>.....&gt;</div> </div>		#1 ISSUE (5)	#2 ISSUE (5)										
01	Not calling on right person/people												
02	No Plan of Action												
03	Unable to differentiate your value vs. competition												
04	Not enough prospecting behavior/not pursuing the ideal client-presales												
05	Lose deals in the 11th hour/or lots of 11th hour activity												
06	Not positioning self/company upfront, leading to commoditization of offer.												
07	Negotiating from weakness—get commoditized.												
08	Too much discounting to get the business.												
09	Doesn't think strategically												
10	Not following the sales process, as it exists												
11	Lack Consistency in Message/Process across company												

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## Issues

	CONSTITUENT ISSUES	#1 ISSUE (5)	#2 ISSUE (5)										
12	Evaluate the 'sales asset' and replicate it												
13	Internal Communications												
14	Market Position												
15	Communicating Complex Solutions												
16	Too Many revisions of proposals--seem to not diagnose properly upfront												
17	Talent seems to be programmed for average-killer instinct												
18													
19													
20													
21													
22													