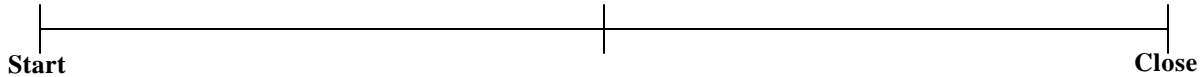


Sales Execution Process

Think of an opportunity that you are currently working on or supporting. Now, consider the status of this opportunity relative to the below Opportunity Line and “objectively” answer the following questions:

Status of a current Opportunity?



- Where upon this Opportunity Line would you place this “opportunity”?
- How do you think your Subject Matter Expert would respond when asked about where this opportunity should be placed upon this line?
- What about your management?
- What about the customer or prospect?

Would each of you place this opportunity at the same point on the line? Probably not!

Often, the various folks involved from one organization, and even the prospect, are NOT on the same page when asked where an opportunity is in a sales pipeline. The problem this presents is that bad or incorrect decisions might be made if different people have different views as to where your organization is with an opportunity, e.g. resources expended on unqualified opportunities at the expense of good opportunities.

Would it help if everyone within your organization had a set of *objective* and *defined* points, or milestones that would allow all professionals to communicate on a common basis and track the progress of an opportunity, or lack thereof, through a sales cycle?

The key to all of this is sales process. Do you have a sales process? Is it currently inspected and/or adhered to? If you currently do not have a documented and communicated sales process, we would encourage you to develop one (If you need assistance, let us know). Attached is a “sample” Sales Process Step Model for your review and adaptation.

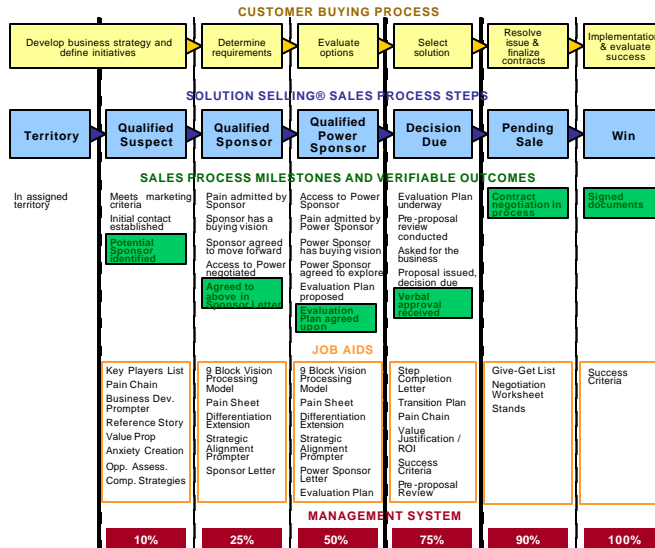
Specifically, we would encourage you and/or your management team to develop a custom Sales Process document as a way to help each professional with the following:

- Understand that you do have a process for selling
- Understand what management is going to be managing around and what evidence they will ask to see to validate where an opportunity is in the sales process
- Justify resources for qualified opportunities
- Understand the tools and job aids that professionals can leverage off of based on where an opportunity is in the sales cycle
- Determine where each of your initiatives or groups fit into the sales process (or don't fit)

- Determine where in the sales cycle you are either the strongest or most vulnerable
- More accurately forecast revenue based on where opportunities are in the sales cycle

Please double click on the graphic below to view it full-size.

Sales Process Step Model - Example



- The above graphic considers the following five views across the process:
1. **Customer Buying Process.** We believe that for a salesperson to successfully engage a buyer they must be aligned with where that buyer is in their buying process. This view of the process identifies the six steps in the buying process.
 2. **Solution Selling® Sales Process Steps.** When a salesperson understands the buying process and where the buyer is in that process they are able to align themselves with the buyer. This view identifies the appropriate alignment for each step of the selling process.
 3. **Selling milestones and verifiable outcomes.** This view lists checkpoint milestones that can be verified for each step in the selling process. The shaded box identifies the verifiable proof of the accomplishment of that milestone. This allows management, and anyone else working with the account, to readily identify where the account is in the process and what the remaining steps are.
 4. **Tools and job aids.** This view lists the Solution Selling® tools, techniques, and job aids that may be applied to assist in the successful completion of that stage.
 5. **Management system.** When a stage has been completed, the percentages listed represent the approximate odds of closing that prospect.

Let us know if we can assist you with the development of a custom Sales Process for your organization.