



Creating a Proven & Repeatable Sales Process

Worksheets

Exercise 1: Where do I start?

Microscripts are powerful sayings, stories or quips that sales superstars use to control the client interview, overcome objections, and win deals. What microscripts do your top performers use? Do average performers use them? List 3-5 Microscripts all salespeople can use as part of their process

1. _____
2. _____
3. _____
4. _____
5. _____

List 5-10 behaviors, not traits, your best performers use.

1. _____
2. _____
3. _____
4. _____
5. _____

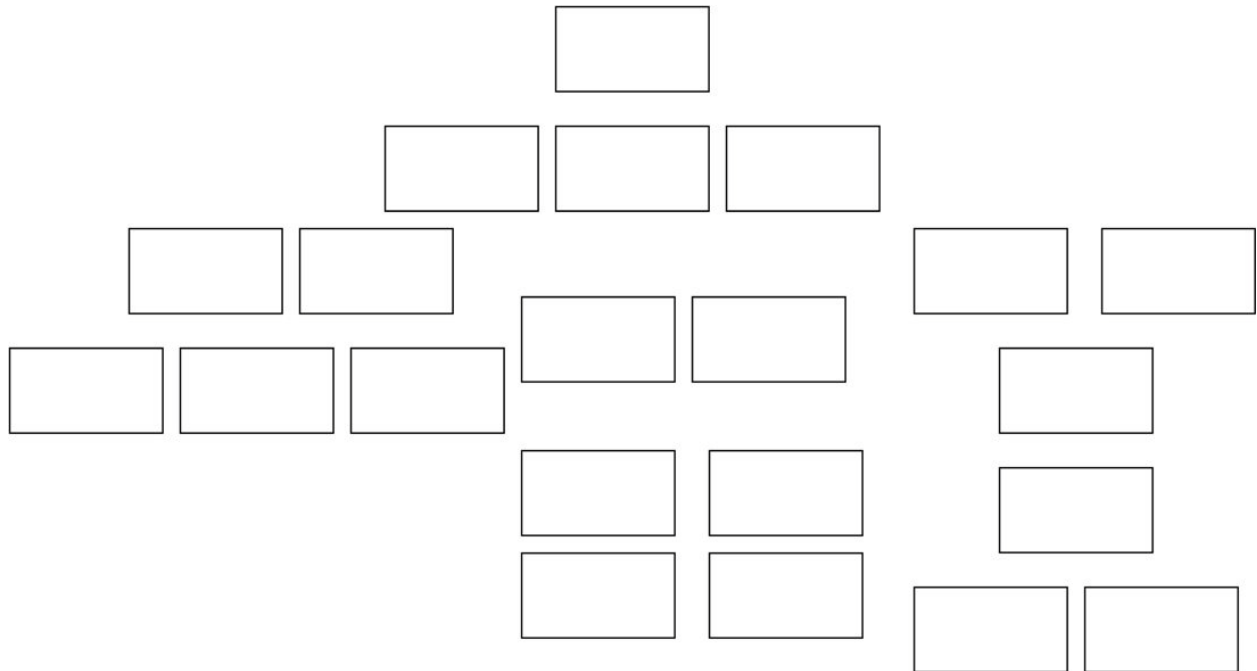


Creating a Proven & Repeatable Sales Process

Worksheets

Exercise 2: Begin charting your PRSP

Describe to the person next to you how to sell your product in 5-10 key steps. Partners should ask questions, clarify and begin flowchart. Note: this generic chart is not designed to work in all scenarios. Feel free to add or subtract options.



How can you shift your process from sales to marketing? How will this affect costs?

1. _____

2. _____

3. _____

Where do you “stress” the sales process? How could you create a process that allowed for more predictability?

1. _____

2. _____



Creating a Proven & Repeatable Sales Process

Worksheets

Exercise 3: Lead Scoring (time permitting)

Below is a list of potential lead scoring items. This checklist is designed to be a thought-provoking laundry list rather than suggestions. Blank space is added for additional lead scoring items you may need.

Demographic Items

- Typically applies the individual or individuals making the purchase
- Level in organization (VP, Director, Assistant, Student, Intern)
- Role in Organization (Executive, Sales/Marketing Department)
- Male/Female
- Salary
- Age
- Years at company
- Education level
- Value of home
- _____
- _____
- _____
- _____

BANT

Budget

- Does prospect have a budget?
- Is the budget reasonable for the purchase?
- Is the budget in this period or future?
- _____
- _____

Authority

- Does our prospect have purchasing authority?
- Does our prospect have influence over purchasing authority?
- Committee decision?
- How many of the committee members do we have influence over?
- Do we know all the decision makers?
- _____
- _____



Creating a Proven & Repeatable Sales Process

Worksheets

Need

- Is there a genuine fit between the client's needs and our product's ability to solve those needs?
- Does the client see the connection between our product's attributes and their needs?
- Does the client understand their own needs?
- Is our product best of breed for this client?
- How do we stack up against the competition? Is our product the best option for this client?
- _____
- _____

Timing

- Will the purchasing decision be made in a reasonable time frame?
- Does the client's timetable match well with our SalesMap?
- _____
- _____

Firmographic

- Industry Fit (Healthcare, Manufacturing, Transportation, etc)
- Business Size
- Number of Employees
- Headquarters or Branch
- Public company or private
- Company name (Joe Smith President Joe Smith, Inc.)
- CRM system
- Computer hardware system
- Phone system
- Number of computers
- Annual advertising spend
- Building size (square feet)
- Annual stock price appreciation
- _____
- _____
- _____
- _____



Creating a Proven & Repeatable Sales Process

Worksheets

Behavioral

- Data quality
 - Bad data input (i.e. a@a.com)
 - Good first/last name
 - Company email vs. personal
 - Complete profile vs. skips answers to data inputs
- Inferred from ISP (Country, etc)
- Lead source
- Engagement measures
- Sales readiness behaviors
- Attends webinar
- Attends seminar
- Visits webpage
- Downloads
- Frequency of interaction
- Visits specific page on web such as pricing or buy now
- Watches demonstration or product videos
- Opens emails
- Lands on our website via certain Google Keywords (this can be tracked)
- Follows us on Twitter
- Likes our Facebook page
- Comments on our blog
- Engages in Facebook dialogue
- _____
- _____
- _____
- _____
- _____
- _____

Score degradation

- Lead gets old
- Buyer demonstrates tire kicking behaviors such as price checking every item or requesting catalogs on too many items
- RFP too early in process
- RFP too late in process
- Multiple unrelated contacts appearing to be the purchaser
- _____
- _____
- _____



Creating a Proven & Repeatable Sales Process

Worksheets

Exercise 4: Personal Action Steps & Accountability

What action steps need to be taken? Who will perform?

1. _____

2. _____

Commit to a realistic timeline for each?

1. _____

2. _____

Accountability Worksheet

What do you need to be held accountable for?

What will you DO to hold yourself accountable?

- Positive trap?
- Accountability partner?
 - From group
 - Group leader
 - No friends or family



Creating a Proven & Repeatable Sales Process

Worksheets

Who will you enlist to help with your goal?

What is their role?

Feedback and follow-up

- This session will help my business
- This session will not impact my business

- I would like to discuss this topic in more detail with the group leader
- I could use some coaching/consulting on this topic, please contact me