

STRATEGIC BUSINESS SOLUTIONS

FOR REVENUE AND PROFIT GROWTH

Strategic Selling and Troubleshooting Guide

Markets

- We understand which markets represent our best growth potential, why, how much, and when.
- We proactively, consistently, and intelligently develop relationships and new accounts in those markets.
- We develop new sales channels on a regular basis, and provide adequate resources to ensure success.
- We understand the challenges, threats, and changes facing our markets, and respond to them successfully.

Relationships

- Our customers value the regular and meaningful communication we have with them.
- Our customers feel that we provide them with extraordinary support.
- A high level of trust exists between our company and our customers.
- Our customer relationships enable us to get better information than our competitors.
- We have a positive relationship with each key decision-maker, and understand their needs and preferences.

Needs

- We listen and question more than we speak to gather information and develop understanding.
- All of our standard product or service questions have been satisfactorily answered.
- We understand the business pressures that drive our customer's needs.
- We have a solid understanding of our customer's alternatives to meeting their needs.
- We understand how each level of management will evaluate potential solutions.
- The customer's needs require a purchase to be made within a clearly specified time frame.
- Budget for the project and been approved, and we believe we know the amount.
- We have identified and understand any internal issues that could delay or halt the project.
- We understand the customer's complete buying process.

Solutions

- Our proposal clearly and uniquely addresses the customer's business needs – we have a strong sales hook.
- We can offer multiple excellent alternatives that are within the budget and schedule requirements.
- We can demonstrate to the satisfaction of our customer that we will deliver exactly what we promise.
- The customer clearly recognizes the unique values we bring to the project, and can financially justify them.
- The project makes good sense for our company from all business perspectives.

Competition

- We know who each of our competitors are on the project.
- We understand what they are offering, and how our approaches differ technically and commercially.
- We know how our prices compare, and we can sell at the prices quoted and generate adequate profits.
- We know our strengths and weaknesses, as well as those of our competitors.
- We have developed a meaningful strategy for overcoming our limitations when competing.
- We understand how our competitors and we were chosen to bid on the project.
- We understand any pre-existing relationships the customer may have with our competition.
- We have a realistic plan for winning business away from competitors that have existing relationships.

Orders

- Every member of our sales team is an effective hunter and closer.
- The customer's purchasing department informed us we have been selected for a specific project.
- We have agreed on final pricing and terms with the customer's purchasing department.
- We have received a hard copy of the purchase order, and the down payment if applicable.
- Everything in the purchase order is agreeable to our company, or we have resolved all issues in writing with customer.
- The sales order package is completely, properly, and promptly processed at our company.
- Salespeople keep customers advised of the progress of their projects until time of shipment.
- Salespeople maintain close contact with customers after shipment to ensure satisfaction.

Management

- A clear and meaningful set of key indicators has been established and integrated into the operation.
- The sales department is effectively managed using the key indicators.
- Sales management sees problems arising early, and helps salespeople solve them promptly and properly.
- The sales team is constantly upgraded through effective coaching, shared experiences, and training programs.
- Chronic poor performers are regularly weeded out and replaced.
- The sales department effectively communicates problems and challenges to management.
- Management delivers on all its promises to support the sales department.
- The vast majority of customers will report that the company has an outstanding performance record.