

PAIN WHY ACT?

0	No customer need or pain identified
10	You believe the customer has a pain, issue or need
20	You believe the customer wants to resolve their issues/needs
30	The customer confirms that they have pains/needs
40	The customer shares the reasons for the pains/needs
50	-
60	The customer shares the impact/cost of the situation
70	-
80	Needs/pains and underlying reasons are confirmed in writing to the customer
90	The customer confirms or modifies your written summary
100	The decision makers confirm that they want to resolve the pain/ needs

COMPETITION DO WE HAVE A COMPETITIVE ADVANTAGE?

0	The competitive situation is unknown
10	The customer's view of the solution is influenced by competition
20	You believe that you have a competitive advantage
30	-
40	The customer confirms that you have a competitive advantage
50	The customer confirms that your competitive advantage is of significant value
60	You have influenced the customer's buying criterias
70	The customer has evaluated you and the competition on equal terms
80	Your proof of the solution is accepted by the customer
90	There are no legal, technical or administrative issues/roadblocks
100	You are the decision makers' choice

SALES PROCESS ARE YOU IN CONTROL?

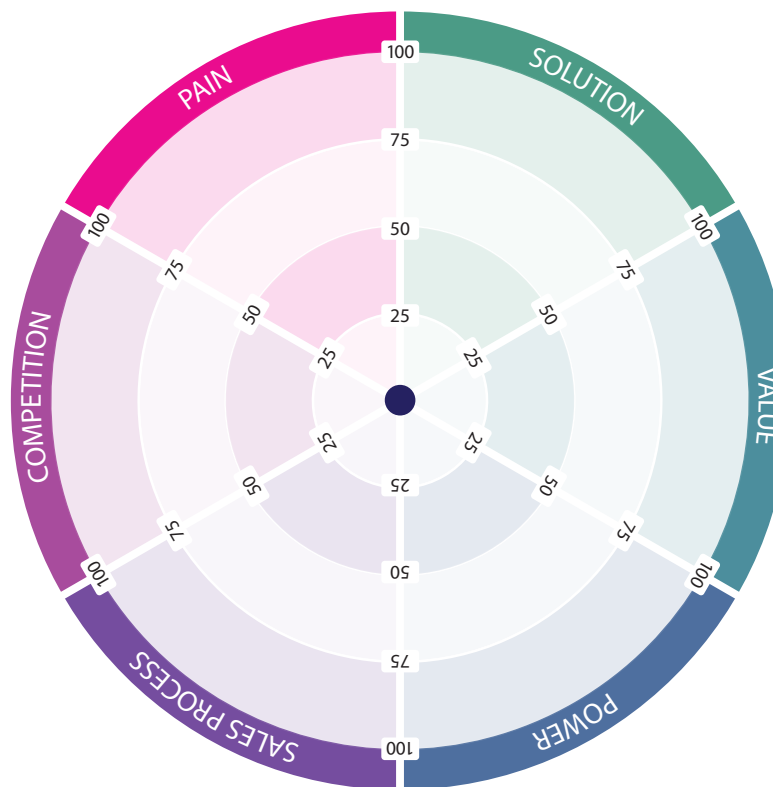
0	No communication in writing with the customer
10	Customer conversations have been confirmed in writing
20	The customer confirms/modifies your summaries
30	The decision makers want to evaluate your proposition
40	A jointly designed plan for the evaluation is proposed
50	The decision makers agree to the plan of evaluation
60	The offering/solution is accepted/modified by the decision makers
70	The implementation plan is accepted/modified by the decision makers
80	The evaluation process is completed
90	The decision makers want to negotiate the contract
100	The decision makers want to sign a contract with you

SALES COMPASS

CUSTOMER

OPPORTUNITY

DATE UPDATED



SALES MAKEOVER

Sales Makeover
Solution Selling Business Partners
Fredrikslundsvägen 2
168 34 Bromma

Tel: 08 651 25 00
Fax: 08 651 25 05
Website: <http://salesmakeover.se>
Email: info@salesmakeover.se

SOLUTION WHAT WILL RESOLVE THE PAINS?

0	You don't know what the customer wants to do
10	You have an idea of what the customer should do
20	The customer tells you what products/services they want to buy
30	The solution is influenced by another vendor/3rd party
40	The customer verifies that they understand how your offering can help them
50	The customer confirms that your ideas can be one of the options
60	The customer tells you how your offering will help in practice
70	The customer confirms that your offering will solve their needs/pains
80	-
90	The customer confirms that your suggested solution can be implemented
100	The decision makers want to buy your offering

VALUE WHAT IS THE RETURN ON INVESTMENT?

0	You don't know the customer value of solving the pains/needs
10	The customer wants the solution, no values discussed
20	You can appreciate the value for the customer
30	-
40	The customer understands the value of the solution
50	The customer has made a return on investment analysis
60	-
70	You and the customer have done a joint return on investment analysis
80	The customer confirms that there is a positive return on investment
90	The decision makers confirms the budget
100	The decision makers want to make the investment with you

POWER HOW IS THE DECISION MADE?

0	The decision makers are not identified
10	The decision makers are identified
20	You have met with the decision makers
30	The decision makers want to start a buying process with you
40	You understand the decision making process
50	The decision makers will evaluate your proposition
60	-
70	The decision makers and you agree upon a plan for the evaluation
80	The decision makers confirm that the offering meets the buying criteria
90	The process for the evaluation is completed and confirmed on both sides
100	The decision makers want to buy from you