



SEASON 4

EPISODE 22

The 5 Things Killing Your Forecast

*& 9 THINGS THAT ARE CRITICAL TO FORECAST
ACCURACY (THAT YOU'RE NOT MEASURING TODAY)*



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AGENDA

ACT I

**10 COMMON THINGS, THAT LEADERS BASE THEIR FORECAST ON....
THAT ARE PITFALLS & LEAD YOU ASTRAY.**

ACT II

**THE CRITERIA, THAT YOU SHOULD USE IN A FORECAST...
THAT CAN ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.**

ACT III

**THE ACTIONS THAT DON'T PREDICT THE LIKELIHOOD....
OVERALL THAT A DEAL WILL CLOSE.**



AGENDA

ACT IV

THE 3 THINGS & ACTIONS: THAT DO PREDICT THE LIKELIHOOD....
OVERALL THAT A DEAL WILL CLOSE.

ACT V

THE THINGS **YOU SHOULDN'T PRESSURE** A REP TO DO....
DURING FORECASTING, OR AS A RESULT OF INACCURATE FORECASTS.

ACT VI

THE THINGS **YOU SHOULD PRESSURE** A REP TO DO....
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ACT VII

**THE TOP 5 THINGS THAT PREVENT A DEAL FROM CLOSING.....
OR PREVENT A BUYER, FROM BUYING WITH YOU.**

ACT VIII

**THE TOP 5 THINGS THAT PROMOTE THE ODDS OF CLOSING...
& PROMOTE THE ODDS OF A BUYER, BUYING WITH YOU.**

ACT IX

**THE 3 STEP PROCESS TO ACCURATELY DIAGNOSE WHY.....
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AGENDA

ACT X

**WHAT PREVENTS DEALS FROM CLOSING....
& WHAT CAN COUNTERACT THEM FROM NOT CLOSING.**

ACT XI

**THE 4 FACTORS THAT DICTATE CLOSE LIKELIHOOD....
& THE 4 FACTORS YOU NEED TO FOCUS ON, TO MAKE YOUR REPS BETTER.**

ACT XII

**FACTOR 1: KNOWLEDGE ABOUT THE PERSONA.....
HOW TO DIAGNOSE IF THAT'S THE PROBLEM– & HOW TO IMPROVE IT, IF IT IS.**



AGENDA

ACT XIII

FACTOR 2: AMOUNT THEY'VE RESEARCHED THE BUYER.....

HOW TO DIAGNOSE IF THAT'S THE PROBLEM– & HOW TO IMPROVE IT, IF IT IS.

ACT XIV

FACTOR 3: AMOUNT OF INFO, THEY'VE ACQUIRED IN DISCOVERY.....

HOW TO DIAGNOSE IF THAT'S THE PROBLEM– & HOW TO IMPROVE IT, IF IT IS.

ACT XV

FACTOR 1 & 3: AMOUNT OF UNKNOWNNS THEY FOUND.....

HOW TO DIAGNOSE IF THAT'S THE PROBLEM– & HOW TO IMPROVE IT, IF IT IS.

AGENDA

ACT XVI

FACTOR 4: BUYER EXPERIENCE, DURING THE CYCLE.....

HOW TO DIAGNOSE IF THAT'S THE PROBLEM– & HOW TO IMPROVE IT, IF IT IS.



1

**COMMON THINGS:
LEADERS BASE THEIR
FORECAST ON....**

THAT ARE PITFALLS, & LEAD YOU ASTRAY.



10 COMMONLY USED CRITERIA, TO AVOID... USING AT ALL COSTS (TO FORECAST IF A DEAL WILL, OR WON'T CLOSE).

1. **SUBJECTIVE CRITERIA**
2. **DIGITAL CRITERIA**
3. **SELF-DIAGNOSIS CRITERIA**
4. **OBJECTIVE (BUT YES-NO) CRITERIA**
5. **REP-STORY CRITERIA**
6. **REP-FEELS CRITERIA**
7. **BUYER-KNOWLEDGE CRITERIA**
8. **BUYER-EXPLICIT CRITERIA**
9. **QUALIFICATION CRITERIA**
10. **ORG-CENTRIC CRITERIA**

NO-NO CRITERIA #1

SUBJECTIVE CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #1: SUBJECTIVE CRITERIA

1

ASKING THE REP, IF THE
BUYER SEES....

THEIR PRODUCT AS
"REALLY A NICE TO
HAVE", OR "MORE OF
A MUST HAVE".

2

ASKING THE REP, IF IT'S
REALLY IMPORTANT....

TO THE BUYER, TO
SOLVE THE PROBLEM—
& RIGHT NOW.

3

ASKING THE REP, IF
THE BUYER HAS....

A LOT OF INACCURATE
FORECASTS.

4

ASKING THE REP, IF THE
BUYER HAS....

PAINFULLY
INACCURATE
FORECASTS.

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #1: SUBJECTIVE CRITERIA

5

ASKING THE REP, IF THE PURCHASE PRICE.....

FITS WITHIN A **NORMAL SCOPE OR RANGE**, OF THE BUYER'S **AUTHORITY LEVEL**, OR **PURCHASING POWER** AT THE ORG.

6

ASKING THE REP, IF THE BUYER....

REALLY RECOGNIZES, THAT THE PROBLEM (OR SOLVING IT) IS **REALLY IMPORTANT**.

7

ASKING THE REP, IF THE BUYER....

HAS REALLY BOUGHT IN TO THE NEXT STEPS, OR **HAS A LOT OF BUY IN** FROM THE TEAM, AT THE ORG.



NO-NO CRITERIA #2

DIGITAL CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #2: DIGITAL CRITERIA

1

ASKING THE REP, IF
THEIR MAIN POC.....

HAS A CLEAR
UNDERSTANDING, OF
THE BUYER'S FULL
APPROVAL PROCESS.
(Y/N)

2

ASKING THE REP, IF
THE BUYER HAS....

A PROBLEM, THAT WE
AS AN ORG, CAN
SOLVE. (Y/N)

3

ASKING THE REP, IF
THE BUYER TRULY.....

WANTS TO SOLVE THE
PROBLEM. (Y/N)

4

ASKING THE REP, IF THE
BUYER TRULY.....

WANTS TO SOLVE THE
PROBLEM, WITH US
(THE ORG). (Y/N)

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #2: DIGITAL CRITERIA

5

ASKING THE REP, IF THE
BUYER'S PROBLEM.....

IS MEASURABLE,
RELATED TO A
BUSINESS OBJECTIVE.
(Y/N)

6

ASKING THE REP, IF
THEY UNDERSTAND....

THE BUYER'S DECISION
MAKING PROCESS.
(Y/N)



NO-NO CRITERIA #3

SELF-DIAGNOSIS CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #3: SELF-DIAGNOSIS CRITERIA

1

ASKING THE REP, THEIR
OPINION ON...

IF THE BUYER WANTS
TO GO ON A JOURNEY,
WITH THEM(US) TO
SOLVE THE PROBLEM.
(& ADOPTING IT, AS
THE TRUTH)

2

ASKING THE REP, THEIR
OPINION ON...

WHAT THE POTENTIAL
OBSTACLES ARE, THAT
COULD DELAY THE
DEAL IN CLOSING THIS
MONTH. (& ADOPTING
IT, AS THE TRUTH)

3

ASKING THE REP, THEIR
OPINION ON...

IF THEY WERE TO LOSE
THE DEAL AT HAND
WHY THEY WOULD
LOSE IT. (& ADOPTING
IT, AS THE TRUTH)

4

ASKING THE REP, THEIR
OPINION ON...

WHAT IS THE BIGGEST
THING, THAT WOULD
DETER THE DEAL FROM
CLOSING. (& ADOPTING
IT, AS THE TRUTH)

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #3: SELF-DIAGNOSIS CRITERIA

5

ASKING THE REP, THEIR
OPINION ON IF THEY...

HAVE A GOOD
UNDERSTANDING, OF
THE BUYER'S LEGAL
PROCESS.
(& ADOPTING IT, AS
THE TRUTH)

6

ASKING THE REP, THEIR
OPINION ON IF THEY...

HAVE A GOOD GRASP
ON THE BUYER'S
PROCUREMENT
PROCESS. (&
ADOPTING IT, AS THE
TRUTH)

7

ASKING THE REP, THEIR
OPINION ON IF THE...

BUYER HAS A
PROBLEM, THAT'S
WORTH SOLVING.
(& ADOPTING IT, AS
THE TRUTH)

8

ASKING THE REP, THEIR
OPINION ON IF THEY...

KNOW FULLY THE
BUYER'S DECISION
MAKING PROCESS.
(& ADOPTING IT, AS
THE TRUTH)

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #3: SELF-DIAGNOSIS CRITERIA

9

ASKING THE REP, THEIR
OPINION ON...

IF THE DEAL IS GOING
TO CLOSE OR NOT.
(& ADOPTING IT, AS
THE TRUTH)

10

ASKING THE REP, THEIR
OPINION ON...

WHEN THE DEAL IS
GOING TO CLOSE.
(& ADOPTING IT, AS
THE TRUTH)



10 DEAL REVIEW CRITERIA, YOU SHOULD AVOID...

CRITERIA #3: SELF-DIAGNOSIS CRITERIA

9

ASKING THE REP, THEIR
OPINION ON...

IF THE DEAL IS GOING
TO CLOSE OR NOT.
(& ADOPTING IT, AS
THE TRUTH)

10

ASKING THE REP, THEIR
OPINION ON...

WHEN THE DEAL IS
GOING TO CLOSE.
(& ADOPTING IT, AS
THE TRUTH)

11

ASKING THE REP, THEIR
OPINION ON...

WHAT THE MOST
CRITICAL NEXT STEP IN
THE DEAL IS. ****DR****
(& ADOPTING IT, AS
THE TRUTH)

12

ASKING THE REP, THEIR
OPINION ON WHAT'S...

HOLDING THEM BACK,
FROM BEING
SUCCESSFUL. ****DR****
(& ADOPTING IT, AS
THE TRUTH)

NO-NO CRITERIA #4

OBJECTIVE (BUT YES-NO) CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #4: OBJECTIVE (BUT YES-NO) CRITERIA

1

ASKING THE SELLER, IF
THERE ARE DEFINED...

NEXT STEPS, THAT THE
BUYER HAS AGREED TO
VERBALLY. (Y/N)

2

ASKING THE SELLER, IF
THE BUYER HAS....

SAID THAT THEY'RE
USING OR EVALUATING
A COMPETITOR, ON
ANY OF THE PREVIOUS
CALLS. (Y/N)

3

ASKING THE SELLER, IF
OUR SOLUTION....

DOES OR DOES NOT,
SOLVE THE BUYER'S
PROBLEM. (Y/N)

4

ASKING THE SELLER, IF
THE BUYER HAS....

SHARED WHAT IT IS,
THAT THEY NEED, ON
ANY OF THE PREVIOUS
CALLS. (Y/N)

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #4: OBJECTIVE (BUT YES-NO) CRITERIA

5

ASKING THE SELLER, IF
THE TIMELINE MAPS....

TO THE BUYER'S
TIMELINE, OF WHEN
THEY NEED TO SOLVE
THE PROBLEM. (Y/N)

NO-NO CRITERIA #5

REP STORY CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #5: REP-STORY CRITERIA

1

AN OPEN NOTES BOX
IN THE CRM, FOR THE...

REP TO PUT THE STORY
OF "WHAT'S GOING ON
IN THE DEAL?" (&/OR
WITH AN OPEN NOTES
BOX TO PUT IT... TO USE
FOR FORECASTS.)

2

ASKING THE REP TO
RELAY THE STORY OF...

"WHY THE BUYER, IS
BUYING?" (&/OR WITH
AN OPEN NOTES BOX
TO PUT IT... TO USE FOR
FORECASTS.)

3

ASKING THE REP TO
RELAY THE STORY OF...

"WHY THE BUYER, IS
BUYING FROM US?"
(&/OR WITH AN OPEN
NOTES BOX TO PUT IT..
TO USE IN
FORECASTS.)

4

ASKING THE REP TO
RELAY THE STORY OF...

"WHY THE BUYER, IS
BUYING NOW?" (&/OR
WITH AN OPEN NOTES
BOX TO PUT IT... TO USE
IN FORECASTS.)

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #5: REP-STORY CRITERIA

5

ASKING THE REP TO
RELAY THE STORY OF...

"WHAT'S THE IMPACT,
IF THE BUYER DOESN'T
CHANGE?" (&/OR
WITH AN OPEN NOTES
BOX TO PUT IT... TO USE
FOR FORECASTS.)



NO-NO CRITERIA #6

REP FEELS CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #6: REP-FEELS CRITERIA

1

DOES THE REP FEEL LIKE
THE BUYER WANTS....

TO SOLVE THE
PROBLEM?

2

DOES THE REP FEEL LIKE
THE BUYER BELIEVES....

THAT THE PROBLEM, IS
WORTH SOLVING?

3

DOES THE REP FEEL LIKE
THE BUYER BELIEVES....

THAT THE PROBLEM, IS
WORTH SOLVING,
RIGHT NOW?

4

DOES THE REP FEEL LIKE
THE BUYER WANTS....

TO GO ON A JOURNEY
TO SOLVE IT?



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #6: REP-FEELS CRITERIA

5

DOES THE REP FEEL LIKE
THE BUYER WANTS....

TO GO ON A JOURNEY
TO SOLVE THE
PROBLEM, WITH THEM
(THE ORG)?

6

IS THE REP FEEL
CONFIDENT THAT....

THE BUYER WILL MOVE
FORWARD WITH THEM
AS A SOLUTION- &
CLOSE?

7

WHEN DOES THE REP
FEEL LIKE THE BUYER...

IS GOING TO CLOSE?

8

DOES THE REP FEEL LIKE
THE BUYER IS....

CONFIDENT THAT
THEY'LL BE ABLE TO
SOLVE THEIR
PROBLEM? & THEIR
FEAR WON'T STOP
THEM FROM BUYING?



NO-NO CRITERIA #7

BUYER SELF-DIAGNOSIS CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #7: BUYER SELF-DIAGNOSIS CRITERIA

1

DOES THE BUYER
KNOW HOW THEY'LL

MEASURE SUCCESS?
IF SO, IS HOW THEY
THINK THEY SHOULD
MEASURE SUCCESS,
THE TARGETED METRIC,
WE HELP WITH?

2

WHAT METRIC DOES
THE BUYER THINK...

WILL BE AFFECTED, IF
THEY MAKE THIS
CHANGE? HOW MUCH
DO THEY THINK IT WILL
BE AFFECTED, BY THE
CHANGE?

3

WHAT DOES THE
BUYER THINK THE...

OUTCOME WILL BE?
WHAT DOES THE
BUYER THINK THE
EXPECTED OUTCOME
WILL BE, IF THEY
CHANGE?

4

WHAT DOES THE BUYER
THINK THE TIMEFRAME...

WILL BE, WHEN THE
CHANGE WILL HAPPEN
& WHEN THEY THINK
THE METRIC WILL
CHANGE OR OUTCOME
ACHIEVED?

NO-NO CRITERIA #8

BUYER-EXPLICIT CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #8: BUYER-EXPLICIT CRITERIA

1

DID THE BUYER SAY
THAT THEY HAVE A...

PROBLEM—> THAT'S
WORTH SOLVING, &
THAT THEY WANT TO
SOLVE?

2

DID THE BUYER SAY
THAT THEY WANT....

TO MOVE FORWARD
ON THE JOURNEY TO
SOLVE IT?

3

DID THE BUYER SAY
THAT THEY WANT....

TO GO ON THAT
JOURNEY TO SOLVE IT,
WITH YOU(US)?

4

DID THE BUYER AGREE
TO THE IMPACT...

IS QUANTIFIABLE— AND
THAT IT'S WORTH
MOVING FORWARD, TO
CHANGE?

10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #8: BUYER-EXPLICIT CRITERIA

5

DID THE BUYER AGREE
TO THE NEXT STEPS?

6

DID THE BUYER AGREE
TO M.A.C.....

(AKA. MUTUAL
ACTION PLAN) THAT
YOU WALKED
THROUGH WITH
THEM?

7

DID THE BUYER
VERBALLY AGREE TO...

THIS TIMELINE?



NO-NO CRITERIA #9

QUALIFICATION CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #9: QUALIFICATION CRITERIA

1

**DOES THE SELLER HAVE
THE DECISION MAKER...**

**INVOLVED– &/OR
HAVE THEY MET THE
DECISION MAKER
BEFORE?**

2

**DOES THE BUYER HAVE
BUDGET ALLOCATED...**

**FOR THE PROJECT? IF
SO, WHAT IS THE
BUDGET, THAT THE
BUYER HAS?**

3

**DOES THE SELLER HAVE
THE TIMELINE OF....**

**WHEN THE BUYER WILL
MAKE A DECISION?
WHAT IS IT? IS IT
WITHIN THE NEXT 6
MONTHS?**

4

**DOES THE REP KNOW
WHAT THE BUYER....**

**NEEDS (OR WANTS) TO
BUY? OR WHAT THEY
NEED (OR WANT) TO
CHANGE/SOLVE, WITH
THAT PRODUCT?**

NO-NO CRITERIA #10

ORG-CENTRIC CRITERIA



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #10: ORG-CENTRIC CRITERIA

1

**DOES THE BUYER HAVE
A TEAM OF 5+?**

2

**DOES THE BUYER RUN
THEIR OWN EVENTS?**

**DO THEY RUN, MORE
THAN 15, PER YEAR?**

3

**DOES THE BUYER RUN
WEBINARS?**

**DO THEY RUN MORE
THAN 30, PER YEAR,
ON AVERAGE,
TYPICALLY?**

4

**DOES THE BUYER HAVE
5+ LOCATIONS?**

**IF THEY DON'T, BUT
ARE GOING TO SOON—
IS THE BUYER GOING
TO EXPAND TO 5+
LOCATIONS, IN THE
NEXT 6 MONTHS?**



10 FORECAST CRITERIA, YOU SHOULD AVOID...

CRITERIA #10: ORG-CENTRIC CRITERIA

5

DOES THE BUYER HAVE
___ INTEGRATION?

IF NOT, BUT THEY SAY
THEY ARE GOING TO
GET THE
INTEGRATION- ARE
THEY GOING TO GET IN
THE NEXT 6 MONTHS?



2

**THE CRITERIA, THAT YOU
SHOULD USE IN A FORECAST:
THAT CAN ACCURATELY PREDICT,
WHETHER A DEAL WILL CLOSE OR NOT.**



THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** THAT **CAN** ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

1

THE AMOUNT OF PAIN,
THAT'S BEING...

EXPERIENCED BY THE
BUYER, FROM THE
PROBLEM. (THE MORE
PAIN, THE HIGHER
LIKELIHOOD OF CLOSE.)

2

THE AMOUNT OF TIME,
THAT THE BUYER....

HAS BEEN
EXPERIENCING THE
PAIN- THE LONGER
TIME, THE HIGHER
LIKELIHOOD OF
CLOSE.)

3

THE SIZE OF THE
IMPACT, FROM NOT....

SOLVING THE
PROBLEM. (THE
BIGGER THE IMPACT,
THE HIGHER
LIKELIHOOD OF
CLOSE.)

4

THE PROXIMITY OF THE
IMPACT FROM....

OCCURING, IF THE
PROBLEM ISN'T
SOLVED. (THE CLOSER
THE IMPACT, THE
HIGHER LIKELIHOOD OF
CLOSE.)

THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** THAT **CAN** ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

5

THE NUMBER OF
HORIZONTAL IMPACTS:

LINKED TO THE
PROBLEM, & THE SIZE
OF THOSE IMPACTS—
THE MORE & BIGGER,
THE HIGHER
LIKELIHOOD OF CLOSE.

6

THE NUMBER OF
VERTICAL IMPACTS:

LINKED TO THE
PROBLEM, & THE SIZE
OF THOSE IMPACTS—
THE MORE & BIGGER,
THE HIGHER
LIKELIHOOD OF CLOSE.

7

THE NUMBER OF
FAILED ATTEMPTS....

THE BUYER HAS MADE,
TO SOLVE THE
PROBLEM IN THE PAST—
THE FEWER ATTEMPTS,
HIGHER LIKELIHOOD OF
CLOSE.

8

THE PROXIMITY OF THE
FUTURE EVENT....

THAT THE PROBLEM, IS
CONTINGENT ON— THE
CLOSER THE EVENT, THE
HIGHER LIKELIHOOD OF
CLOSE.

THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** ... THAT CAN ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

9

THE PROXIMITY OF THE
CURRENT EVENT....

THAT THE PROBLEM, IS
CONTINGENT ON- THE
TIME THAT HAS
PASSED, THE HIGHER
LIKELIHOOD OF CLOSE.

10

THE SOURCE OF THE
BUYER, OF WHERE....

THEY "CAME IN" AS A
LEAD- IF INBOUND,
THE HIGHER THE
LIKELIHOOD OF CLOSE.

11

THE NUMBER OF
UNKNOWN....

THAT THE SELLER
FOUND IN DISCOVERY-
THE MORE THEY FIND,
THE HIGHER
LIKELIHOOD OF CLOSE.

12

THE SIZE OF THE
UNKNOWN....

THAT THE SELLER
FOUND IN DISCOVERY-
THE BIGGER, THE
HIGHER LIKELIHOOD OF
CLOSE.

THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** THAT CAN ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

13

THE NUMBER OF
IMPACTS LINKED....

TO THE UNKNOWNNS,
THE SELLER FOUND IN
DISCOVERY– THE
MORE, THE HIGHER
LIKELIHOOD OF CLOSE.

14

THE NUMBER OF
UNKNOWNNS THAT....

THE SELLER FOUND IN
DISCOVERY, PER
BUYER– THE MORE,
THE HIGHER
LIKELIHOOD OF CLOSE.

15

THE FREQUENCY THAT
THE SELLER FOUND....

THE UNKNOWNNS, FOR
THE BUYER– THE MORE
THE FREQUENCY/
EVENLY SPREAD, THE
HIGHER LIKELIHOOD OF
CLOSE.

16

THE % OF OTHERS IN THE
MARKET WERE....

SUCCESSFUL, WHEN
THEY TRIED TO SOLVE
THE PROBLEM– THE
HIGHER, THE HIGHER
LIKELIHOOD OF CLOSE.

THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** THAT CAN ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

17

THE % OF THE MARKET,
THAT ALSO HAS....

THE PROBLEM, THAT
THE BUYER HAS– THE
LOWER, THE HIGHER
LIKELIHOOD OF CLOSE.

18

THE AMOUNT OF
BUDGET, THAT'S BEEN..

ALLOTTED TO THIS, AS
A PROJECT– THE
MORE, THE HIGHER
LIKELIHOOD OF CLOSE.

19

THE AMOUNT OF
COMPETITORS BEING...

EVALUATED IN
TANDEM WITH THE
SELLER– THE FEWER,
THE HIGHER
LIKELIHOOD OF CLOSE.

20

THE BUYER USING A
COMPETITOR.

IF THE BUYER IS USING
ONE, THE HIGHER THE
LIKELIHOOD OF CLOSE.

THE CRITERIA: THAT **YOU SHOULD USE IN A FORECAST** THAT CAN ACCURATELY PREDICT, WHETHER A DEAL WILL CLOSE OR NOT.

21

THE NUMBER OF
PEOPLE INVOLVED...

IN THE DECISION TO
BUY— THE FEWER, THE
HIGHER THE
LIKELIHOOD OF CLOSE.



3

THE ACTIONS THAT DON'T
PREDICT THE LIKELIHOOD....
OVERALL THAT A DEAL WILL CLOSE.



THE THINGS THAT: DON'T PREDICT CLOSE-LIKELIHOOD

WHAT DOESN'T PREDICT A CLOSE #1

A BUYER AGREEING TO A MUTUAL ACTION PLAN.

DOESN'T PREDICT THE LIKELIHOOD OF CLOSE,
DOESN'T GROW THE LIKELIHOOD OF CLOSE, &
DOESN'T GROW THE LIKELIHOOD, THAT THEY'LL CLOSE WITH YOU.



THE THINGS THAT: DON'T PREDICT CLOSE-LIKELIHOOD

WHAT DOESN'T PREDICT A CLOSE #2

GETTING VERBAL COMMITMENTS FROM A BUYER.

DOESN'T PREDICT THE LIKELIHOOD OF CLOSE,
DOESN'T GROW THE LIKELIHOOD OF CLOSE, &
DOESN'T GROW THE LIKELIHOOD, THAT THEY'LL CLOSE WITH YOU.



THE THINGS THAT: DON'T PREDICT CLOSE-LIKELIHOOD

WHAT DOESN'T PREDICT A CLOSE #3

GETTING COMPLIMENTS FROM A BUYER.

DOESN'T PREDICT THE LIKELIHOOD OF CLOSE,
DOESN'T GROW THE LIKELIHOOD OF CLOSE, &
DOESN'T GROW THE LIKELIHOOD, THAT THEY'LL CLOSE WITH YOU.



THE THINGS THAT: DON'T PREDICT CLOSE-LIKELIHOOD

WHAT DOESN'T PREDICT A CLOSE #4

A BUYER AGREEING TO A NEXT STEP.

DOESN'T PREDICT THE LIKELIHOOD OF CLOSE,
DOESN'T GROW THE LIKELIHOOD OF CLOSE, &
DOESN'T GROW THE LIKELIHOOD, THAT THEY'LL CLOSE WITH YOU.



THE THINGS THAT: DON'T PREDICT CLOSE-LIKELIHOOD

WHAT DOESN'T PREDICT A CLOSE #5

FINDING THE PROBLEM A BUYER WANTS TO SOLVE.
(OR THE PROBLEM THEY BELIEVE THEY WANT TO SOLVE.)

DOESN'T PREDICT THE LIKELIHOOD OF CLOSE,
DOESN'T GROW THE LIKELIHOOD OF CLOSE, &
DOESN'T GROW THE LIKELIHOOD, THAT THEY'LL CLOSE WITH YOU.



WHY JUST FINDING THE BUYER'S SELF-DIAGNOSIS DOESN'T PREDICT: OR INCREASE THE LIKELIHOOD THEY'LL BUY. (& WITH YOU)

1

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T MEAN--->
THAT THE PROBLEM IS
BIG ENOUGH TO SOLVE.

2

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T GROW--->
THE SIZE OF THE
PROBLEM, & THE
LIKELIHOOD THEY'LL
SOLVE IT WITH YOU.

3

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T LOWER-->
THEIR FEAR OF BEING
UNSUCCESSFUL, &
MITIGATE AGAINST
INDECISION.

4

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T OVERCOME-->
THE STATUS-QUO, &
MOBILIZE THEM AWAY
FROM BEING STATIC,
TO SOLVE IT.

WHY JUST **FINDING THE BUYER'S SELF-DIAGNOSIS** DOESN'T PREDICT: OR INCREASE THE LIKELIHOOD THEY'LL BUY. (& WITH YOU)

5

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T INCREASE—>
THE SELLER'S
CREDIBILITY, OR THE
BUYER'S DESIRE TO
HAVE THE SELLER
AROUND BECAUSE OF
THEIR CREDIBILITY.

6

THE BUYER STATING
WHAT THEY KNOW...

DOESN'T INCREASE—>
THE SELLER'S
CREDIBILITY, OR THE
AMOUNT THAT THE
BUYER TRUSTS THE
SELLER.

4

**3 THINGS & ACTIONS, THAT
DO PREDICT THE LIKELIHOOD....
*OVERALL THAT A DEAL WILL CLOSE.***



PREDICTOR 1

THE SIZE OF THE PROBLEM



THE QUESTIONS TO ASK: TO EVALUATE.....

(#1) THE SIZE OF THE PROBLEM .

1

IS THE PROBLEM SOLVE
WORTHY?

2

HOW BIG IS THE
PROBLEM?

3

HOW MANY IMPACTS
ARE LINKED....
TO THE PROBLEM?

4

WHAT'S THE
PROXIMITY OF WHEN...
THE IMPACTS LINKED
TO THE PROBLEM, WILL
ACTUALLY OCCUR?

PREDICTOR 2

**THE AMOUNT THE SELLER
GREW THE PROBLEM**



THE QUESTIONS TO ASK: TO EVALUATE.....

(#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM .

1

WHAT % DID THE SELLER, GROW....

THE PROBLEM, FROM THE SIZE THE BUYER THOUGHT THAT IT ORIGINALLY WAS?

2

HOW MANY NEW CURRENT IMPACTS...

DID THE SELLER FIND, & ADD TO THE PROBLEM?

3

WHAT'S THE SIZE OF THE NEW.....

CURRENT IMPACTS, THAT THE SELLER FOUND– & ADDED TO THE SIZE OF THE PROBLEM?

4

HOW MANY NEW FUTURE IMPACTS...

DID THE SELLER FIND, & ADD TO THE PROBLEM?

THE QUESTIONS TO ASK: TO EVALUATE.....

(#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM .

5

WHAT'S THE SIZE OF
THE NEW.....

FUTURE IMPACTS,
THAT THE SELLER
FOUND- & ADDED TO
THE SIZE OF THE
PROBLEM?

6

HOW MANY NEW
CURRENT EVENTS.....

DID THE SELLER FIND,
FOR THE BUYER?

7

WHAT'S THE SIZE OF
THE IMPACT(S)....

THAT ARE LINKED TO
THE CURRENT
EVENT(S), THAT THE
SELLER FOUND?

8

HOW MANY NEW
FUTURE EVENTS.....

DID THE SELLER FIND,
FOR THE BUYER?

THE QUESTIONS TO ASK: TO EVALUATE....

(#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM .

9

WHAT'S THE SIZE OF
THE IMPACT(S)....

THAT ARE LINKED TO
THE FUTURE EVENT(S),
THAT THE SELLER
FOUND?

10

WHAT'S THE
PROXIMITY....

OF THE IMPACTS
HAPPENING, THAT ARE
LINKED TO THE
UNKNOWN(S) THAT THE
SELLER FOUND IN
DISCOVERY?

PREDICTOR 3

**THE AMOUNT OF UNKNOWNNS
THAT THE SELLER FOUND**



THE QUESTIONS TO ASK: TO EVALUATE....

(#3) THE AMOUNT OF UNKNOWNNS, THAT THE SELLER FOUND .

1

**HOW MANY
UNKNOWNNS...**

**DID THE SELLER FIND,
ON THE CALL? & HOW
MANY DID THEY FIND
ON AVERAGE, PER
BUYER?**

2

**WHAT WAS THE SIZE
OF THE UNKNOWNNS...**

**THAT THE SELLER
FOUND, ON THE CALL?
WHAT WAS THE SIZE
OF THEM, ON
AVERAGE?**

3

**WHAT'S THE SIZE OF
THE IMPACTS THAT...**

**ARE LINKED TO THE
UNKNOWNNS, THAT THE
BUYER FOUND? WHAT
WAS THE SIZE OF THE
IMPACTS, ON
AVERAGE?**

4

**HOW MANY
UNKNOWNNS, DID THE..**

**SELLER FIND, PER CALL,
PER BUYER,
THROUGHOUT THE
CYCLE? HOW MANY
PER CALL, PER BUYER,
ON AVERAGE?**

THE QUESTIONS TO ASK: TO EVALUATE....

(#3) THE AMOUNT OF UNKNOWN, THAT THE SELLER FOUND .

5

**WHAT WAS THE
CADENCE OF....**

**UNKNOWN, THAT THE
SELLER FOUND? HOW
MUCH TIME BETWEEN
UNKNOWN, THAT
THEY FOUND, FOR THE
BUYER?**

6

**WHAT % OF THE
UNKNOWN, THAT....**

**THE SELLER FOUND—
DID THEY SEND OVER A
RESOURCE FOR
AFTERWARDS?**

7

**HOW MANY
UNKNOWN STATS....**

**DID THE SELLER FIND,
PER BUYER, PER CALL?
HOW MANY PER
BUYER, PER CALL, ON
AVERAGE?**

8

**HOW MANY UNKNOWN
BOILING POINTS....**

**DID THE SELLER FIND—
PER BUYER, PER CALL?
HOW MANY PER BUYER,
PER CALL, ON AVERAGE?**

5

**THE THINGS YOU SHOULDN'T
PRESSURE A REP TO DO.....**
***DURING FORECASTING, OR
AS A RESULT OF INACCURATE FORECASTS.***



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE

KEEP IN MIND, THAT.....

FORECASTING ABILITY
IS THE ABILITY TO ACCURATELY PREDICT, WHAT WILL HAPPEN.



WHEN THERE'S **INACCURATE , OR **LOW** FORECASTS
WHAT NOT TO PRESSURE**

& THEY SHOULD BE MEASURED.....

**BASED ON THEIR ACCURACY
NOT BASED ON THE AMOUNT OF SALES, THAT WERE MADE.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE

KEEP IN MIND, THAT.....

BE CAREFUL TO NOT
CUT YOUR NOSE OFF, DESPITE YOUR FACE.



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE

KEEP IN MIND, THAT.....

WHEN YOU PRESSURE REPS TO COMMIT MORE
YOU'RE **PRESSURING THEM TO **INCREASE** THEIR**
****FORECAST INACCURACY** NOT **THE AMOUNT OF SALES MADE.****



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE

KEEP IN MIND, THAT.....

**& WHAT IT DOES INCREASE
IS THE PERCEPTION THAT WHEN THEY GET IT WRONG
THAT THEY DIDN'T SEE IT COMING.**

(WHICH MAKES IT WORSE ON THE REP & LEADER, NOT BETTER)



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #1

YOU SHOULDN'T PRESSURE A REP TO.....

**MEASURE THE BUYER'S
"LEVEL OF INDECISION".**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #2

YOU SHOULDN'T PUNISH A REP.....

**FOR A DEAL NOT CLOSING
WHEN THEY ACCURATELY FORECASTED, THAT IT WOULDN'T.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #3

YOU SHOULDN'T PUNISH A REP.....

**FOR LOW NUMBERS IN FORECASTING
BUT PUNISH THEM FOR FORECAST INACCURACY.**

(COMING IN OVER OR UNDER, THE AMOUNT THAT THEY FORECASTED.)



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #4

YOU SHOULDN'T PRESSURE A REP TO.....

**TO DIAGNOSE
WHAT THEY'RE DOING WRONG IN THE DEAL.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #5

YOU SHOULDN'T PRESSURE A REP TO.....

**CLOSE THE DEAL
OR THE BUYER TO CLOSE.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #6

YOU SHOULDN'T PRESSURE A REP TO.....

**SEND FOLLOW-UP EMAILS
TO THE BUYER, ASKING FOR UPDATES ON THE ACCOUNT.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #7

YOU SHOULDN'T PRESSURE A REP TO.....

**COMMIT A DEAL TO FORECAST
THAT THEY DON'T THINK WILL CLOSE.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT NOT TO PRESSURE #8

YOU SHOULDN'T PRESSURE A REP TO.....

**INCREASE THE AMOUNT
OF THEIR FORECAST, WITH NO ADDITIONAL TRIGGERS.**



6

**THE THINGS YOU SHOULD
PRESSURE A REP TO DO.....**
***AS A RESULT OF INACCURATE FORECASTS, OR
A LOW FORECAST OVERALL.***



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #1

YOU SHOULD PRESSURE THE REP TO.....

**RESEARCH THE BUYER MORE OFTEN
& RESEARCHING THEM MORE OVERALL.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #2

YOU SHOULD PRESSURE THE REP TO.....

**LISTEN TO THE QUALIFYING CALL
MORE OFTEN & MORE THOROUGHLY.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #3

YOU SHOULD PRESSURE THE REP TO.....

**DELIVER MORE STATS & BENCHMARKS
TO THE BUYER, ON THEIR CALLS**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #4

YOU SHOULD PRESSURE THE REP TO.....

**FIND MISDIAGNOSES
THAT THE BUYER MADE IN THEIR SELF-DIAGNOSIS.**



WHEN PRESSURING REPS: TO FIND MISDIAGNOSES ... WHAT INCREASES THE FORECAST ACCURACY & LIKELIHOOD OF CLOSE .

1

FIND MORE IN VOLUME,
THAN BEFOREHAND.

2

FIND BIGGER IN SIZE,
THAN BEFOREHAND.

3

FIND ONES WITH A
BIGGER IMPACT.

4

FIND MISDIAGNOSES,
WITH CLOSER IMPACT.



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #5

YOU SHOULD PRESSURE THE REP TO.....

**FIND MISSED DIAGNOSES
THAT THE BUYER HAS MISSED IN THEIR SELF-DIAGNOSIS.**



WHEN PRESSURING REPS: TO FIND **MISSED DIAGNOSES** ... WHAT **INCREASES** THE **FORECAST ACCURACY** & **LIKELIHOOD OF CLOSE** .

1

FIND MORE, IN TERMS
OF VOLUME.

2

FIND BIGGER, IN TERMS
OF SIZE.

3

FIND ONES, WITH A
BIGGER IMPACT.



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #6

YOU SHOULD PRESSURE THE REP TO.....

**GROW THE SIZE OF THE PROBLEM
THAT THE BUYER HAS, OR KNOWS ABOUT.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #7

YOU SHOULD PRESSURE THE REP TO.....

**INCREASE THE AMOUNT THAT THE SELLER
IS GROWING THE SIZE OF THE PROBLEM.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #8

YOU SHOULD PRESSURE THE REP TO.....

**FOLLOW-UP WITH THE BUYER
WITHIN 24 HOURS.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #9

YOU SHOULD PRESSURE THE REP TO.....

SEND MORE RESOURCES
THAT ADDRESS A PROBLEM, THAT YOU DON'T SOLVE FOR.



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #10

YOU SHOULD PRESSURE THE REP TO.....

**SEND MORE RESOURCES
THAT ADDRESS UNKNOWNNS, THAT THE SELLER FOUND.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #11

YOU SHOULD PRESSURE THE REP TO.....

**SEND MORE RESOURCES
TO ALL OF THE BUYERS, THAT ARE INVOLVED IN THE DEAL.**



WHEN THERE'S **INACCURATE** , OR **LOW** FORECASTS WHAT YOU SHOULD PRESSURE #12

YOU SHOULD PRESSURE THE REP TO.....

**FOLLOW-UP WITH ADDITIONAL BUYERS
THAT WERE ADDED TO THE DEAL, LATER IN THE CYCLE.**



7

**TOP 5 THINGS THAT PREVENT
A DEAL FROM CLOSING....
OR PREVENT A BUYER, FROM BUYING WITH YOU.**



WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU)

WHAT PREVENTS BUYERS #1

**WHEN THE PROBLEM ISN'T BIG ENOUGH
TO WARRANT THE BUYER, SOLVING IT.**



WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU)

WHAT PREVENTS BUYERS #2

**WHEN THE REP HASN'T ADDED ENOUGH VALUE
TO MAKE THE BUYER, WANT TO SOLVE THE PROBLEM, WITH THEM.**



WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU)

WHAT PREVENTS BUYERS #3

WHEN THE REP HASN'T ↓ THE FEAR OF FAILURE
ENOUGH FOR THE BUYER, TO MAKE THEM BELIEVE THEY'LL BE
SUCCESSFUL– IF THEY DO BUY & TRY TO SOLVE THE PROBLEM.



WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU)

WHAT PREVENTS BUYERS #4

**WHEN THE REP HASN'T BUILT ENOUGH TRUST
FOR THE BUYER TO BELIEVE THAT WHEN THEY'RE RECOMMENDING
SOMETHING, IT'S THE RIGHT THING, TO SOLVE THE PROBLEM.**



WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU)

WHAT PREVENTS BUYERS #5

**WHEN THE REP HASN'T BUILT ENOUGH CREDIBILITY
FOR THE BUYER TO BELIEVE THAT HAVING THE SELLER AROUND,
INCREASES THEIR ODDS OF SOLVING THE PROBLEM.**



8

**THE TOP 5 THINGS THAT
PROMOTE A DEAL CLOSING...
& FOSTER A BUYER, TO BUY WITH YOU.**



WHAT FOSTERS A BUYER, TO BUY (& WITH YOU)

WHAT ENCOURAGES BUYERS #1

**WHEN THE PROBLEM IS BIG ENOUGH
TO WARRANT THE BUYER, SOLVING IT.**



WHAT FOSTERS A BUYER, TO BUY (& WITH YOU)

WHAT ENCOURAGES BUYERS #2

**WHEN THE REP HAS ADDED ENOUGH VALUE
TO MAKE THE BUYER, WANT TO SOLVE THE PROBLEM, WITH THEM.**



WHAT FOSTERS A BUYER, TO BUY (& WITH YOU)

WHAT ENCOURAGES BUYERS #3

**WHEN THE REP HAS ↓ THE FEAR OF FAILURE
ENOUGH FOR THE BUYER, TO MAKE THEM BELIEVE THEY'LL BE
SUCCESSFUL— IF THEY DO BUY & TRY TO SOLVE THE PROBLEM.**

WHAT FOSTERS A BUYER, TO BUY (& WITH YOU)

WHAT ENCOURAGES BUYERS #4

**WHEN THE REP HAS BUILT ENOUGH TRUST
FOR THE BUYER TO BELIEVE THAT WHEN THEY'RE RECOMMENDING
SOMETHING, IT'S THE RIGHT THING, TO SOLVE THE PROBLEM.**



WHAT FOSTERS A BUYER, TO BUY (& WITH YOU)

WHAT ENCOURAGES BUYERS #5

**WHEN THE REP HAS BUILT ENOUGH CREDIBILITY
FOR THE BUYER TO BELIEVE THAT HAVING THE SELLER AROUND,
INCREASES THEIR ODDS OF SOLVING THE PROBLEM.**



9

THE 3 PARTS TO QUICKLY **DIAGNOSE THE REASON....**

**WHY THERE'S FORECAST INACCURACY, WHERE TO
FOCUS IF IT IS, & WHAT THEY NEED TO IMPROVE.**



PART 1

IS THE REP **GIVING YOU THE DATA NECESSARY—
IN ORDER FOR YOU TO DIAGNOSE??**



THE QUESTIONS TO ASK: TO EVALUATE.....

(#1) IS THE REP GIVING THE INFO NECESSARY, FOR YOU TO DIAGNOSE ??

1

HAS THE DEAL REVIEW BEEN FILLED OUT?

IF NOT COMPLETED, THEN WHAT % OF IT HAS BEEN COMPLETED?

2

DID THE SELLER ACQUIRE COLUMN 1A?

IF NOT IN ENTIRETY, WHAT % OF THE BUYER'S SELF-DIAGNOSIS, WAS THE SELLER ABLE TO ACQUIRE?

3

DID THE SELLER ACQUIRE COLUMN 1B?

IF NOT IN ENTIRETY, WHAT % OF THE WHY BEHIND THE BUYER'S SELF-DIAGNOSIS, WAS THE SELLER ABLE TO ACQUIRE?

4

DID THE SELLER DEVELOP COLUMN 2?

& IF NOT IN ENTIRETY, WHAT % OF THEIR OWN DIAGNOSIS, WAS THE SELLER ABLE TO DEVELOP?



THE QUESTIONS TO ASK: TO EVALUATE.....

(#1) IS THE REP GIVING THE INFO NECESSARY, FOR YOU TO DIAGNOSE ??

5

DID THE SELLER FIND
ANY UNKNOWNNS?

& IF SO, WHAT WAS
THE AMOUNT OF
FIELDS PUT INTO
COLUMN 3, THAT THE
SELLER WAS ABLE TO
DEVELOP?



PART 2

**IS THE BUYER'S PROBLEM WORTH SOLVING—
BASED ON WHAT THE SELLER FOUND?**



THE QUESTIONS TO ASK: TO EVALUATE.....

(#2) IS THE BUYER'S PROBLEM WORTH SOLVING ??

1

**WAS THE KNOWN
PROBLEM....**

**AS THE BUYER KNEW IT
TO BE– BIG ENOUGH TO
WARRANT THEM
BUYING & ATTEMPTING
TO SOLVE IT BEFORE
THE SELLER WAS
INVOLVED?**

2

**WAS THE KNOWN
PROBLEM....**

**AS THE BUYER KNEW IT
TO BE– BIG ENOUGH
TO WARRANT THEM
BUYING &
ATTEMPTING TO SOLVE
IT BEFORE THE SELLER
WAS INVOLVED?**

3

**IS THE NEW LEVEL OF
IMPACT AFTER....**

**THE SELLER HAS BEEN
INVOLVED– BIG
ENOUGH, TO
WARRANT THE BUYER
MAKING A MOVE TO
SOLVE FOR IT?**

PART 3

**IS THE BUYER'S FEAR OF FAILURE LOW ENOUGH—
FROM THEM TO START SOLVING IT??**



THE QUESTIONS TO ASK: TO EVALUATE.....

(#3) IS THE BUYER'S FEAR OF FAILURE LOW ENOUGH, TO START SOLVING IT ?

1

WHAT'S THE "SIZE" OF THE ITEMS LISTED...

IN COLUMN 3 (AKA. THE DIFFERENCES BETWEEN THE BUYER'S AND THE SELLER'S DIAGNOSIS).

2

DID THE SELLER GROW THE SIZE OF THE...

PROBLEM, FROM THE SIZE THE BUYER BELIEVED THE PROBLEM TO BE, BEFORE MEETING THE SELLER?

3

HOW MUCH DID THE SELLER "GROW"....

THE SIZE OF THE PROBLEM?

4

WAS THE PROBLEM BIG ENOUGH TO....

WARRANT THE BUYER SOLVING IT, BEFORE THE SELLER WAS INVOLVED?

THE QUESTIONS TO ASK: TO EVALUATE.....

(#3) IS THE BUYER'S FEAR OF FAILURE LOW ENOUGH, TO START SOLVING IT ?

5

**WAS THE PROBLEM BIG
ENOUGH TO....**

**WARRANT THE BUYER
SOLVING IT, AFTER THE
SELLER WAS
INVOLVED?**

6

**HOW MANY
UNKNOWN....**

**DID THE SELLER FIND
FOR THE BUYER?**

7

**WHAT WAS THE SIZE
OF THE UNKNOWN....**

**THAT THE SELLER
FOUND?**

8

**WHAT WAS THE
FREQUENCY THAT...**

**THE SELLER FOUND THE
UNKNOWN, IN TERMS
OF TIMING IN BETWEEN
FINDING THEM?**

THE QUESTIONS TO ASK: TO EVALUATE.....

(#3) IS THE BUYER'S FEAR OF FAILURE LOW ENOUGH, TO START SOLVING IT

?

9

**DID THE SELLER FIND
AN UNKNOWN....**

**FOR EACH OF THE
BUYERS INVOLVED, IN
THE CYCLE?**

10

**HOW MANY PIECES OF
VALUE OR INFO....**

**DID THE SELLER GIVE
THE BUYER, ACROSS
THE SALES CYCLE?**



10

**WHAT PREVENTS DEALS
FROM CLOSING...**
& HOW TO PREVENT THEM FROM NOT CLOSING.



PART 1

WHY BUYERS DON'T BUY TO BEGIN WITH



ONE WORD....



FEAR.



**IT'S EITHER
NOT HIGH ENOUGH...**



**OR THE FEAR
ISN'T LOW ENOUGH.**



PART 2

**HOW TO PREVENT INDECISIVE BUYERS
FROM DE-MOBILIZING**



WHAT YOU NEED TO DO, TO PREVENT.....

INDECISIVE BUYERS: FROM DE-MOBILIZING FROM BUYING.

1

FIND ENOUGH
UNKNOWN.....

2

ON EACH CALL, WITH
THE BUYER.....

3

FOR EACH PERSON, ON
THE DISCO CALLS....

4

& SEND ENOUGH
RESOURCES.....

TO THE BUYER– THAT
ARE ABOUT THE
UNKNOWN THAT YOU
FOUND, ON THE CALL,
WITH THE BUYER...



WHAT YOU NEED TO DO, TO PREVENT.....

INDECISIVE BUYERS: FROM DE-MOBILIZING FROM BUYING.

5

THAT LOWER THE
BUYER'S FEAR....

OF FAILURE ENOUGH –
TO COUNTERACT THEIR
INDECISION ENOUGH –
TO KEEP THEM
MOBILIZED, IN THEIR
PURSUIT TO SOLVE IT.



PART 3

HOW TO PROMOTE STATUS-QUO BUYERS INTO MOBILIZING



WHAT YOU NEED TO DO, TO MOBILIZE.....

STATUS-QUO BUYERS: & PUSH THEM OVER THE STATUS-QUO HUMP .

1

FIRST, FIND THE
BUYER'S "KNOWNs".

2

IN ORDER, TO FIND THE
"UNKNOWNs".

3

THAT ARE A BIG
ENOUGH PROBLEM.....

WHEN COMBINED
WITH WHAT THE
BUYER ALREADY
KNEW....

4

THAT ARE ENOUGH IN
VOLUME.....

WHEN COMBINED
WITH THE NUMBER OF
PROBLEMS THAT THE
BUYER ALREADY KNEW
ABOUT....



WHAT YOU NEED TO DO, TO MOBILIZE.....

STATUS-QUO BUYERS: & PUSH THEM OVER THE STATUS-QUO HUMP .

5

**& HAVE A BIG ENOUGH
IMPACT....**

**WHEN COMBINED,
WITH THE IMPACTS,
THAT THE BUYER
ALREADY KNEW
ABOUT.....**

6

**TO "TOTAL" A
PROBLEM.....**

**THAT'S BIG ENOUGH-
TO OVERCOME THE
STATUS QUO- MAKE
THE PROBLEM WORTH
SOLVING- & MOBILIZE
THE BUYER TO SOLVE.**



PART 4

**THE TACTICS THAT REPS USE
THAT PARALYZE BUYERS FROM BUYING**



THE TACTICS THAT REPS USE..... THAT **PARALYZE BUYERS, FROM BUYING.**

1

ROI SELLING.

2

DISCOUNTING.

3

**& THE INSIDIOUS....
COI SELLING.**



PART 5

**THE KEY IN BOTH SCENARIOS
IS FINDING UNKNOWNNS**



THE KEY.....

IN BOTH CASE SCENARIOS: **IS FINDING UNKNOWNNS** .

1

**FIND MISDIAGNOSES,
THE BUYER BELIEVES.**

2

**& MISSED DIAGNOSIS
THE BUYER MISSED.**

3

**THE BIGGER THE SIZE,
THEY FIND THE BETTER.**

4

**THE MORE OF THEM
THEY FIND, THE BETTER.**



THE KEY.....

IN BOTH CASE SCENARIOS: **IS FINDING UNKNOWNNS .**

5

THE NEARER, THE
IMPACT, THE BETTER.

6

THE BIGGER THE
IMPACT, THE BETTER.



11

THE 4 FACTORS THAT:
DICTATE CLOSE-LIKELIHOOD.
& THE 4 FACTORS YOU NEED TO FOCUS ON,
TO MAKE YOUR REPS BETTER.



FACTOR #1

THE AMOUNT THE REP
KNOWS ABOUT THE PERSONA OVERALL



FACTOR 1 AFFECTS...

**THE REP'S SKILL LEVEL TO DIAGNOSE—
AFTER THEY'VE GATHERED THE RIGHT INFO.**



FACTOR #2

THE AMOUNT THE REP
HAS RESEARCHED ABOUT THE BUYER



FACTOR 2 AFFECTS...

**THE AMOUNT OF INFO THE REP HAS, &
THE AMOUNT OF INFO THE BUYER WILL GIVE THEM.**



FACTOR #3

THE AMOUNT THE REP
HAS ACQUIRED & LEARNED IN DISCOVERY



FACTOR 3 AFFECTS...

**THE REP'S ABILITY TO DIAGNOSE—
EVEN IF THEY HAVE THE REQUIRED SKILLS TO DIAGNOSE .**



THE PARTS OF FACTOR 3....

& WHAT THE **SELLER NEEDS TO DISCOVER** → IN DISCOVERY.

1

**EVERYTHING THAT THE
BUYER BELIEVES....**

**& HAS
SELF-DIAGNOSED.**

2

**ALL OF THE FACTS,
THAT SUPPORT....**

**THE BELIEFS OF THE
BUYER, & WHAT THE
BUYER HAS
SELF-DIAGNOSED.**

3

**THE DRIVING IMPACT
THAT THE BUYER....**

**HAS IDENTIFIED– &
ULTIMATELY WANTS
TO AFFECT, BY
SOLVING THE MASTER
PROBLEM.**

4

**ALL OF THE METRICS
INTERNALLY....**

**FOR THE BUYER, THAT
ARE NECESSARY FOR
THE SELLER TO
CONSTRUCT THEIR
OWN DIAGNOSIS.**

FACTOR #4

**THE AMOUNT THE REP
HAS ADDED, SENT, OR GIVEN TO THE BUYER.
(FROM A VALUE LENS)**



FACTOR 4 AFFECTS...

**THE BUYER'S PERCEPTION OF THE REP—
& WHAT IT WILL BE LIKE TO PARTNER WITH THEM.**



12

FACTOR 1: AMOUNT THEY KNOW ABOUT THE PERSONA.

***HOW TO DIAGNOSE IF THAT'S THE PROBLEM—
& HOW TO IMPROVE IT, IF IT IS.***



FACTOR #1

THE AMOUNT THE REP
KNOWS ABOUT THE PERSONA OVERALL



FACTOR 1

THE ROOT CAUSES --->
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** ---> THAT SUGGEST **FACTOR 1**.

1

**HOW MANY ARTICLES
HAS THE SELLER READ...**

**THAT ARE ABOUT THE
METRICS THAT THE
BUYER PERSONA, IS
MEASURED ON?**

2

**HOW MANY
WEBINARS HAVE THEY:**

**WATCHED ABOUT THE
METRICS THAT THE
BUYER PERSONA, IS
MEASURED ON?**

3

**HOW MANY METRICS
HAS THE SELLER....**

**LEARNED– ALONG
WITH THE AVERAGE OF
THE METRIC– THAT
THE BUYER IS
MEASURED ON?**

4

**HOW MANY
NETWORKING EVENTS..**

**FOR THE BUYER
PERSONA, HAS THE
SELLER ATTENDED?**

FACTOR 1

THE TACTICAL PROBLEMS (P1) →
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** ---> THAT SUGGEST **FACTOR 1**.

1

**WHAT WAS THE REP'S
SCORE, OR PASS RATE..**

**ON THE "INITIAL
QUIZZES" GIVEN OR
CHECK-UPS, IN
REGARDS TO BUYER'S
METRICS?**

2

**WHAT WAS THE REP'S
SCORE, OR PASS RATE:**

**ON THE "ONGOING
QUIZZES" OR
ONGOING CHECK-UPS
IN REGARDS TO
BUYER'S METRICS?**



FACTOR 1

**THE TACTICAL PROBLEMS (P2) -->
TO EVALUATE.**



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** ---> THAT SUGGEST **FACTOR 1**.

1

**HOW MANY STATS OR
INDUSTRY AVERAGES...**

**DID THE SELLER,
MENTION TO THE
BUYER, ON THE
DISCOVERY CALL WITH
THE BUYER? (IF ANY)**

2

**HOW MANY INDUSTRY
BENCHMARKS...**

**DID THE SELLER,
MENTION TO THE
BUYER, ON THE
DISCOVERY CALL WITH
THE BUYER? (IF ANY)**

3

**HOW MANY BOILING
POINTS...**

**DID THE SELLER,
MENTION TO THE
BUYER, ON THE
DISCOVERY CALL WITH
THE BUYER? (IF ANY)**



13

FACTOR 2: AMOUNT THEY'VE RESEARCHED THE BUYER....

***HOW TO DIAGNOSE IF THAT'S THE PROBLEM—
& HOW TO IMPROVE IT, IF IT IS.***



FACTOR #2

THE AMOUNT THE REP HAS RESEARCHED ABOUT THE BUYER





FACTOR 2

THE ROOT CAUSES —>
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** ---> THAT SUGGEST **FACTOR 2**.

1

**DID THE SELLER LISTEN
TO THE QUAL-CALL...**

**THAT THE SDR HAD
WITH THE BUYER (IF
THERE WAS ONE),
BEFORE THEY WERE ON
THE DISCOVERY CALL,
WITH THE BUYER?**

2

**DID THE SELLER DO
ANY RESEARCH....**

**ON THE BUYER, BEFORE
THE DISCOVERY CALL,
WITH THE BUYER?**

3

**DID THE SELLER LOOK
UP THE CONTEXT....**

**OF THE BUYER'S
INTERACTION WITH
THE ORG BEFORE THEY
TOOK THE CALL, ON
THE DISCOVERY CALL,
WITH THE BUYER?**



FACTOR 2

THE TACTICAL PROBLEMS (P1) —>
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** ---> THAT SUGGEST **FACTOR 2**.

1

**WHAT % OF THE DATA
THAT THE BUYER SAID..**

**IN THE QUALIFICATION
CALL (WITH AN SDR- IF
THERE WAS ONE), DID
THE SELLER MENTION,
ON THE DISCOVERY
CALL WITH THE BUYER?**

2

**HOW MANY TIMES (IF
AT ALL)....**

**DID THE SELLER
MENTION
INFORMATION THAT
THEY RESEARCHED
ABOUT THE BUYER,
BEFORE THE CALL?**

3

**WHAT % OF THE
AVAILABLE CONTEXT...**

**DID THE SELLER
MENTION, OF THE
BUYER'S INTERACTION
BEFORE THEY TOOK
THE CALL, ON THE
DISCOVERY CALL?**

14

FACTOR 3: AMOUNT OF INFO THEY ACQUIRED IN DISCO....

***HOW TO DIAGNOSE IF THAT'S THE PROBLEM—
& HOW TO IMPROVE IT, IF IT IS.***

FACTOR #3

THE AMOUNT THE REP
HAS ACQUIRED & LEARNED IN DISCOVERY



FACTOR 3

THE ROOT CAUSES —>
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** ---> THAT SUGGEST **FACTOR 3**.

1

**HOW MANY
QUESTIONS, DID....**

**THE SELLER ASK, ON
THE DISCOVERY CALL?**

2

**WHEN THE BUYER
MENTIONED A....**

**PROBLEM, OR
STRUGGLE- WHAT %
OF THE TIME DID THE
SELLER "DOUBLE
CLICK" ON THE
PROBLEM?**

3

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL-
WERE LEADING
QUESTIONS?**

4

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL-
WERE BANT
QUESTIONS?**

THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** --> THAT SUGGEST **FACTOR 3**.

5

HOW MANY OF THE
QUESTIONS....

THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
WERE TRAP
QUESTIONS?

6

HOW MANY OF THE
QUESTIONS....

THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
WERE DIGITAL
QUESTIONS?

7

HOW MANY OF THE
QUESTIONS....

THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
INCLUDED A
SUBJECTIVE TERM?

8

HOW MANY OF THE
QUESTIONS....

THAT THE SELLER ASKED
ON THE DISCOVERY
CALL-- WERE
"WHAT IF" QUESTIONS?

THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** ---> THAT SUGGEST **FACTOR 3**.

9

**WHEN THE BUYER
GAVE AN ANSWER....**

**THAT INCLUDED A
SUBJECTIVE TERM—
WHAT % OF THE TIME,
DID THE SELLER, ASK
THE BUYER TO DEFINE
THEIR ANSWER?**

10

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL—
INCLUDED THE TERM
IF?**

11

**HOW MANY TIMES DID
THE BUYER SAY "IF" ...**

**ON THE DISCOVERY
CALL, WITH THE
BUYER.**

12

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL—
WERE SELF-DIAGNOSIS
QUESTIONS?**

THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** ---> THAT SUGGEST **FACTOR 3**.

13

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
WERE PAIN
QUESTIONS?**

14

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
WERE CONFIRMATION
QUESTIONS?**

15

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER
ASKED ON THE
DISCOVERY CALL--
WERE "HAVE YOU
EVER" QUESTIONS?**

16

**HOW MANY OF THE
QUESTIONS....**

**THAT THE SELLER ASKED
ON THE DISCOVERY
CALL-- WERE BUILDING,
OFF OF THE LAST THING
THAT THE BUYER SAID?**

FACTOR 3

THE TACTICAL PROBLEMS (P1) --->
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** --> THAT SUGGEST **FACTOR 3**.

1

**DID THE SELLER FILL IN
COLUMN 1A (AKA....**

**THE BUYER'S SELF-
DIAGNOSIS)? WAS IT
FILLED IN TO ENTIRETY?
IF NOT, WHAT % OF IT
WAS COMPLETED?**

2

**DID THE SELLER FILL IN
COLUMN 1B (AKA....**

**WHY THE BUYER
BELIEVES THE SELF-
DIAGNOSIS)? WAS IT
FILLED IN TO ENTIRETY?
IF NOT, WHAT % OF IT
WAS COMPLETED?**

3

**DID THE SELLER FILL IN
COLUMN 2 (AKA....**

**THE SELLER'S
DIAGNOSIS)? WAS IT
FILLED IN TO ENTIRETY?
IF NOT, WHAT % OF IT
WAS COMPLETED?**

4

**DID THE SELLER FILL IN
COLUMN 3 (AKA....**

**THE DIFFERENCE
BETWEEN THE BUYER &
SELLER'S DIAGNOSIS)?
WAS IT FILLED OUT IN
ENTIRETY? IF NOT,
WHAT % WAS DONE?**

15

FACTOR 1 & 3: AMOUNT OF UNKNOWN^S THEY FOUND....

*HOW TO DIAGNOSE IF THAT'S THE PROBLEM—
& HOW TO IMPROVE IT, IF IT IS.*

FACTOR #1 & #3

**THE AMOUNT THE REP
KNOWS ABOUT THE BUYER—LEARNED IN DISCO
(*& UNKNOWNNS THAT THE REP FOUND*)**



FACTOR 1 & 3

THE TACTICAL PROBLEMS (P1) —→
TO EVALUATE: OVERALL.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** ---> THAT SUGGEST **THE UNKNOWNNS**

1

WHAT % OF THE
CRITERIA IN....

COLUMN 2 (THE
SELLER'S DIAGNOSIS),
IS FILLED OUT?

2

WHAT IS THE SIZE OF
THE CRITERIA IN....

COLUMN 2 (THE
SELLER'S DIAGNOSIS)?

3

WHAT % OF THE
CRITERIA IN....

COLUMN 3 (THE
DIFFERENCE BETWEEN
THE BUYER'S &
SELLER'S DIAGNOSIS),
IS FILLED OUT?

4

WHAT IS THE SIZE OF
THE CRITERIA IN....

COLUMN 3 (THE
DIFFERENCE BETWEEN
THE BUYER'S &
SELLER'S DIAGNOSIS)?

FACTOR 1 & 3

THE TACTICAL PROBLEMS (P2) -->
TO EVALUATE: IN REGARDS TO MISDIAGNOSIS.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** ---> THAT SUGGEST **MISDIAGNOSES**

1

**HOW MANY
MISDIAGNOSES...**

DID THE SELLER FIND?

2

**WHAT'S THE SIZE OF THE
MISDIAGNOSES....**

**THAT THE SELLER
FOUND, FOR THE
BUYER?**

3

**HOW BIG ARE THE
IMPACTS, THAT ARE...**

**LINKED TO THE
MISDIAGNOSES, THAT
THE SELLER FOUND,
FOR THE BUYER?**

4

**WHAT'S THE CADENCE
OF TIMING OF...**

**HOW OFTEN THE
SELLER FOUND THE
MISDIAGNOSES THAT
THEY FOUND, FOR THE
BUYER?**

THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** --> THAT SUGGEST **MISDIAGNOSES**

5

**HOW MANY OF THE
TOTAL BUYERS....**

**DID THE SELLER FIND A
MISDIAGNOSIS FOR?
(WHAT % OF THE
BUYERS?)**

6

**WHAT WAS THE TIME
PROXIMITY THAT THE..**

**IMPACT THAT'S LINKED
TO THE MISDIAGNOSES
THE SELLER FOUND,
WOULD HAVE
OCCURED, IF THEY
HADN'T FOUND IT?**



FACTOR 1 & 3

THE TACTICAL PROBLEMS (P2) -->
TO EVALUATE: IN REGARDS **TO MISSED DIAGNOSIS.**



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** → THAT SUGGEST **MISSED DIAGNOSES** .

1

**HOW MANY MISSED
DIAGNOSES...**

DID THE SELLER FIND?

2

**WHAT'S THE SIZE OF THE
MISSED DIAGNOSES....**

**THAT THE SELLER
FOUND, FOR THE
BUYER?**

3

**HOW BIG ARE THE
IMPACTS, THAT ARE...**

**LINKED TO THE MISSED
DIAGNOSES, THAT THE
SELLER FOUND, FOR
THE BUYER?**

4

**WHAT'S THE CADENCE
OF TIMING OF...**

**HOW OFTEN THE
SELLER FOUND THE
MISSED DIAGNOSES
THAT THEY FOUND,
FOR THE BUYER?**

THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** → THAT SUGGEST **MISSED DIAGNOSES** .

5

HOW MANY OF THE
TOTAL BUYERS....

DID THE SELLER FIND A
MISSED DIAGNOSIS
FOR? (WHAT % OF THE
BUYERS?)

6

WHAT WAS THE TIME
PROXIMITY THAT THE..

IMPACT THAT'S LINKED
TO THE MISSED
DIAGNOSES THE SELLER
FOUND, WOULD HAVE
OCCURED, IF THEY
HADN'T FOUND IT?



FACTOR 1 & 3

THE TACTICAL PROBLEMS (P2) -->
TO EVALUATE: IN REGARDS **TO PROBLEM GROWTH.**



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** → THAT SUGGEST **PROBLEM GROWTH**.

1

**DID THE SELLER GROW
THE SIZE OF PROBLEM...**

**THAT THE BUYER HAD
SELF-DIAGNOSED,
BEFORE THEY MET
WITH THE SELLER?**

2

**HOW MUCH DID THEY
GROW THE PROBLEM?**

3

**WHAT WAS THE %
INCREASE....**

**IN RELATION TO THE
SIZE OF THE PROBLEM,
BEFORE THE SELLER
WAS INVOLVED?**

16

FACTOR 4: BUYER EXPERIENCE DURING THE SALES CYCLE....

*HOW TO DIAGNOSE IF THAT'S THE PROBLEM—
& HOW TO IMPROVE IT, IF IT IS.*



FACTOR #4

**THE AMOUNT THE REP
HAS ADDED, SENT, OR GIVEN TO THE BUYER.
(FROM A VALUE LENS)**



FACTOR 4 AFFECTS...

**THE BUYER'S PERCEPTION OF THE REP—
& WHAT IT WILL BE LIKE TO PARTNER WITH THEM.**





FACTOR 4

THE ROOT CAUSES -->
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **ROOT CAUSES** --> THAT SUGGEST **FACTOR 4**.

1

**DID THE SELLER SEND A
EMAIL TO THE BUYER...**

**BEFORE THE
DISCOVERY CALL THAT
THEY HAD? WHAT % OF
THE TIME, DID THEY
SEND ONE?**

2

**WHAT % OF THE TIME,
DID THE SELLER SEND...**

**A FOLLOW-UP EMAIL
TO THE BUYER, AFTER
THE DISCOVERY CALL,
THAT THEY HAD?**

3

**WHAT % OF THE TIME,
DID THE SELLER SEND...**

**AN EMAIL TO THE
ADDED BUYERS, WHEN
SELLING TO A
COMMITTEE- BEFORE
THE DISCOVERY CALL?**

FACTOR 4

THE TACTICAL PROBLEMS (P1) --->
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** --> THAT SUGGEST **FACTOR 4**.

1

HOW QUICKLY DID THE SELLER....

SEND THEIR FOLLOW-UP EMAILS TO THE BUYER, ON AVERAGE?

2

WHAT % OF THE TIME, DID THE EMAIL...

INCLUDE RESOURCES FOR THE UNKNOWN, THAT THE SELLER FOUND IN DISCOVERY?

3

WHAT IS THE AVERAGE % OPEN RATE TO THE....

FOLLOW-UP EMAILS, THAT THE SELLER IS SENDING, TO THE BUYER?

4

WHAT IS THE AVERAGE % REPLY RATE TO THE....

FOLLOW-UP EMAILS, THAT THE SELLER IS SENDING, TO THE BUYER?

THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P1)** --> THAT SUGGEST **FACTOR 4**.

5

**WHAT IS THE AVERAGE
% CLICK RATE FOR THE:**

**RESOURCES, THAT THE
SELLER INCLUDED, IN
THEIR FOLLOW-UP
EMAILS?**



FACTOR 4

THE TACTICAL PROBLEMS (P2) -->
TO EVALUATE.



THE QUESTIONS TO ASK.....

TO IDENTIFY **TACTICAL PROBLEMS (P2)** ---> THAT SUGGEST **FACTOR 4**.

1

HOW OFTEN DOES THE
BUYER EXTEND....

THE LENGTH OF THE
DISCOVERY MEETING,
WITH THE SELLER?

2

HOW MANY PEOPLE,
DOES THE BUYER...

PROACTIVELY
INTRODUCE, TO THE
SELLER?

3

HOW MANY MEETINGS
DOES THE BUYER....

INCLUDE OTHERS ON
THE INVITE?

4

HOW MANY OTHERS
DOES THE BUYER...

ADD TO THE MEETINGS,
WHEN THEY DO ADD
SOMEONE?

THE QUESTIONS TO ASK..... TO IDENTIFY **TACTICAL PROBLEMS (P2)** ---> THAT SUGGEST **FACTOR 4**.

5

WHAT'S THE LEVEL OF
SENIORITY....

OF THE PEOPLE, THAT
THE BUYER TYPICALLY
ADDS TO THE
MEETINGS?



IN SUMMARY...





THE END.

