

**SEASON 4** 

**EPISODE 22** 

### The 5 Things Killing Your Forecast

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



### ACTI

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

### ACTI

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

### ACTIII

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



#### **ACTIV**

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

### ACTV

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.... AS A RESULT OF INACCURATE FORECASTS, OR A LOW FORECAST OVERALL.



### 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...

#### **ACT IX**

THE 3 STEP PROCESS TO ACCURATELY DIAGNOSE WHY.....
FORECAST ACCURACY IS OFF— WHERE THEY NEED TO FOCUS, & WHAT THEY NEED TO IMPROVE.

### ACTX

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.



### 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.

### <u>ACT XV</u>

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

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



### <u>ACT XVI</u>

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

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



# 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

4 3 **ASKING THE REP, IF THE ASKING THE REP, IF IT'S ASKING THE REP, IF ASKING THE REP, IF THE BUYER SEES....** REALLY IMPORTANT..... THE BUYER HAS.... **BUYER HAS....** THEIR PRODUCT AS TO THE BUYER, TO **A LOT OF INACCURATE PAINFULLY** "REALLY A NICE TO **SOLVE THE PROBLEM-**FORECASTS. **INACCURATE** HAVE", OR "MORE OF & RIGHT NOW. FORECASTS. A MUST HAVE".

### 10 FORECAST CRITERIA, YOU SHOULD AVOID ... CRITERIA #1: SUBJECTIVE CRITERIA



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



**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.....

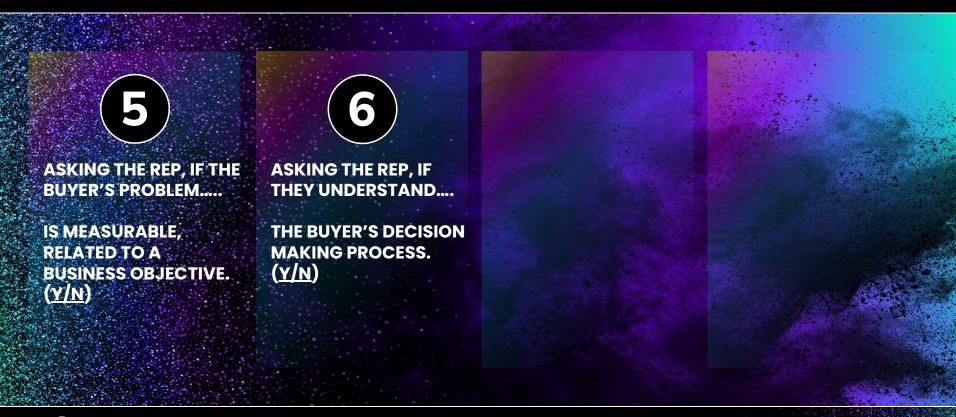
WANTS TO SOLVE THE PROBLEM. (Y/N)

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



## NO-NO CRITERIA #3 SELF-DIAGNOSIS CRITERIA

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, <u>THEIR</u> 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)

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, <u>THEIR</u> OPINION ON IF THEY...

HAVE A GOOD GRASP ON THE BUYER'S PROCUREMENT PROCESS. (& ADOPTING IT, AS THE TRUTH) 7

ASKING THE REP, <u>THEIR</u> OPINION ON IF THE...

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

**8** 

ASKING THE REP, <u>THEIR</u>
<u>OPINION</u> 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



### 10 DEAL REVIEW CRITERIA, YOU SHOULD AVOID ...

**CRITERIA #3: SELF-DIAGNOSIS CRITERIA** 



ASKING THE REP, THEIR OPINION ON...

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



ASKING THE REP, <u>THEIR</u> OPINION ON...

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



ASKING THE REP, THEIR OPINION ON...

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



ASKING THE REP, <u>THEIR</u> 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)

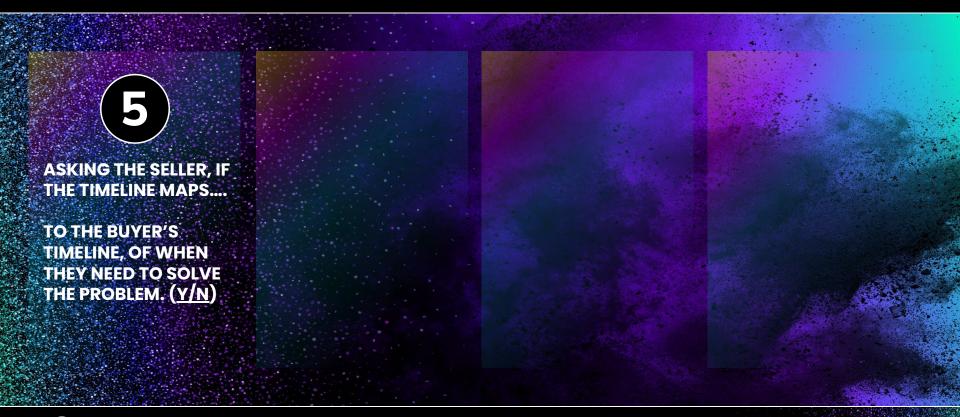
ASKING THE SELLER, IF OUR SOLUTION....

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



## NO-NO CRITERIA #5 REP STORY CRITERIA

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...

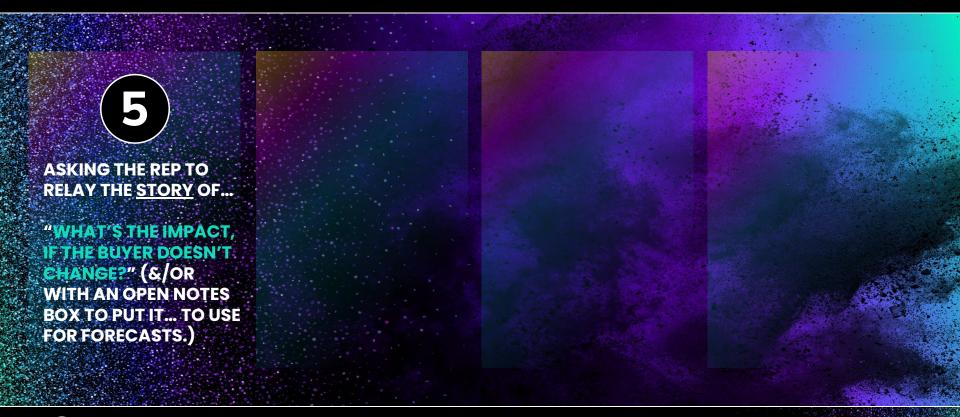
"WHY THE BUYER, IS
BUYING FROM US?"
(&/OR WITH AN OPEN
NOTES BOX TO PUT IT..
TO USE IN
FORECASTS.)

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





## NO-NO CRITERIA #6 REP FEELS CRITERIA



**CRITERIA #6: REP-FEELS CRITERIA** 

1

DOES THE REP <u>FEEL</u> LIKE THE BUYER WANTS....

TO SOLVE THE PROBLEM?

**(2**)

DOES THE REP <u>FEEL</u> LIKE THE BUYER BELIEVES....

THAT THE PROBLEM, IS WORTH SOLVING?

3

DOES THE REP <u>FEEL</u> LIKE THE BUYER BELIEVES....

THAT THE PROBLEM, IS WORTH SOLVING, RIGHT NOW?

4

DOES THE REP <u>FEEL</u> LIKE THE BUYER WANTS....

TO GO ON A JOURNEY
TO SOLVE IT?

**CRITERIA #6: REP-FEELS CRITERIA** 

**5** 

DOES THE REP <u>FEEL</u> LIKE THE BUYER WANTS....

TO GO ON A JOURNEY TO SOLVE THE PROBLEM, WITH THEM (THE ORG)? **(6**)

IS THE REP <u>FEEL</u>
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

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
CHAGNGE?

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 #58 BUYER-EXPLICIT CRITERIA

CRITERIA #8: BUYER-EXPLICIT CRITERIA

1

DID THE BUYER <u>SAY</u>
THAT THEY HAVE A...

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

**(2**)

DID THE BUYER <u>SAY</u>
THAT THEY WANT....

TO MOVE FORWARD ON THE JOURNEY TO SOLVE IT?

3

DID THE BUYER SAY
THAT THEY WANT....

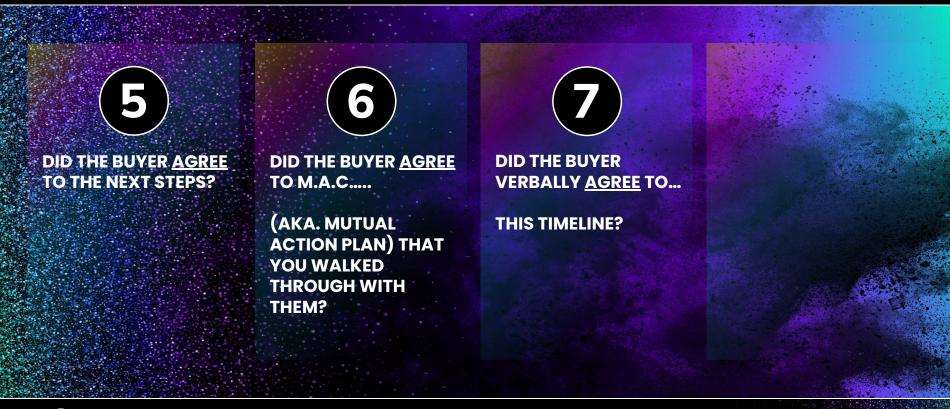
TO GO ON THAT
JOURNEY TO SOLVE IT,
WITH YOU(US)?

4

DID THE BUYER AGREE
TO THE IMPACT...

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

**CRITERIA #8: BUYER-EXPLICIT CRITERIA** 



## 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?

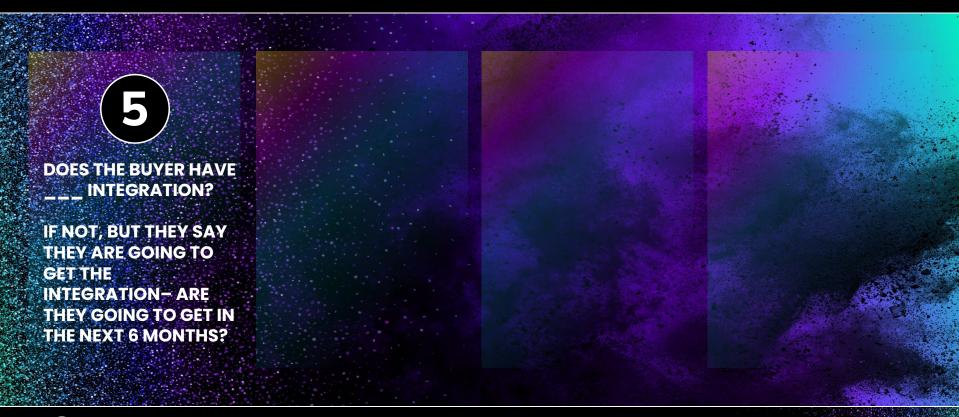
DO THEY RUN MORE THAN 30, PER YEAR, ON AVERAGE, TYPICALLY? 4

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







## THE CRITERIA, THAT YOU SHOULD USE IN A FORECAST:

THAT <u>CAN</u> 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 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.

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 UNKNOWNS....

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

**12** 

THE SIZE OF THE UNKNOWNS....

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

13

THE NUMBER OF IMPACTS LINKED....

TO THE UNKNOWNS, THE SELLER FOUND IN DISCOVERY – THE MORE, THE HIGHER LIKELIHOOD OF CLOSE. **14**)

THE NUMBER OF UNKNOWNS THAT....

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

**15** 

THE FREQUENCY THAT THE SELLER FOUND....

THE UNKNOWNS, 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.

**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.

ONE, THE HIGHER THE LIKELIHOOD OF CLOSE.





## THE ACTIONS THAT DON'T PREDICT THE LIKELIHOOD.....

OVERALL THAT A DEAL WILL CLOSE.



### A BUYER AGREEING TO A MUTUAL ACTION PLAN.



### GETTING VERBAL COMMITMENTS FROM A BUYER.



### GETTING COMPLIMENTS FROM A BUYER.



### A BUYER AGREEING TO A NEXT STEP.



#### FINDING THE PROBLEM A BUYER WANTS TO SOLVE.

(OR THE PROBLEM THEY BELIEVE THEY WANT TO SOLVE.)



#### 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)



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.



THE BUYER STATING WHAT THEY KNOW...

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



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



## PREDICTOR I THE SIZE OF THE PROBLEM

## THE QUESTIONS TO ASK: TO EVALUATE..... (#1) THE SIZE OF THE PROBLEM .



### PREDICTOR 2

## THE AMOUNT THE SELLER GREW THE PROBLEM



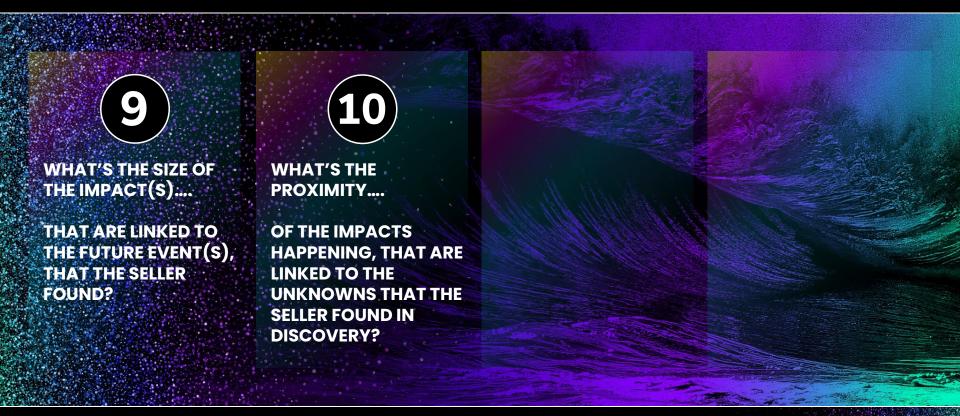
### THE QUESTIONS TO ASK: TO EVALUATE..... (#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM.

**3** 4 WHAT % DID THE **HOW MANY NEW HOW MANY NEW** WHAT'S THE SIZE OF SELLER, GROW.... **CURRENT IMPACTS...** THE NEW.... **FUTURE IMPACTS...** THE PROBLEM, FROM DID THE SELLER FIND, & **CURRENT IMPACTS**, DID THE SELLER FIND, & THE SIZE THE BUYER **ADD TO THE PROBLEM?** THAT THE SELLER **ADD TO THE PROBLEM?** THOUGHT THAT IT FOUND- & ADDED TO **ORIGINALLY WAS?** THE SIZE OF THE PROBLEM?

### THE QUESTIONS TO ASK: TO EVALUATE..... (#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM.

WHAT'S THE SIZE OF **HOW MANY NEW** WHAT'S THE SIZE OF **HOW MANY NEW** THE IMPACT(S).... THE NEW.... **CURRENT EVENTS..... FUTURE EVENTS..... FUTURE IMPACTS**, DID THE SELLER FIND, THAT ARE LINKED TO DID THE SELLER FIND. THAT THE SELLER FOR THE BUYER? THE CURRENT **FOR THE BUYER?** EVENT(S), THAT THE **FOUND- & ADDED TO** THE SIZE OF THE **SELLER FOUND?** PROBLEM?

### THE QUESTIONS TO ASK: TO EVALUATE..... (#2) THE AMOUNT THAT THE SELLER, GREW THE PROBLEM.



# PREDICTOR 3 THE AMOUNT OF UNKNOWNS THAT THE SELLER FOUND

### THE QUESTIONS TO ASK: TO EVALUATE..... (#3) THE AMOUNT OF UNKNOWNS, THAT THE SELLER FOUND

1

HOW MANY UNKNOWNS...

DID THE SELLER FIND, ON THE CALL? & HOW MANY DID THEY FIND ON AVERAGE, PER BUYER? **(2**)

WHAT WAS THE SIZE OF THE UNKNOWNS...

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 UNKNOWNS, THAT THE BUYER FOUND? WHAT WAS THE SIZE OF THE IMPACTS, ON AVERAGE?

**(4**)

HOW MANY UNKNOWNS, 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 UNKNOWNS, THAT THE SELLER FOUND

**(5**)

WHAT WAS THE CADENCE OF....

UNKNOWNS THAT THE SELLER FOUND? HOW MUCH TIME BETWEEN UNKNOWNS, THAT THEY FOUND, FOR THE BUYER? 6

WHAT % OF THE UNKNOWNS 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?



## THE THINGS YOU SHOULDN'T PRESSURE A REP TO DO.....

DURING FORECASTING, <u>OR</u> AS A RESULT OF INACCURATE FORECASTS.



KEEP IN MIND, THAT.....

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



& THEY SHOULD BE MEASURED......

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



KEEP IN MIND, THAT......

BE CAREFUL TO NOT

CUT YOUR NOSE OFF, DESPITE YOUR FACE.



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.



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)

YOU SHOULDN'T PRESSURE A REP TO...... **MEASURE THE BUYER'S** "LEVEL OF INDECISION".



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

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



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.)

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

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



YOU SHOULDN'T PRESSURE A REP TO...... **CLOSE THE DEAL** OR THE BUYER TO CLOSE.

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

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



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

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



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

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





# THE THINGS YOU SHOULD PRESSURE A REP TO DO.....

AS A RESULT OF INACCURATE FORECASTS, <u>OR</u> A LOW FORECAST OVERALL.



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



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.



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.



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

SEND MORE RESOURCES
THAT ADDRESS UNKNOWNS, THAT THE SELLER FOUND.



YOU SHOULD PRESSURE THE REP TO......

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



YOU SHOULD PRESSURE THE REP TO......

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



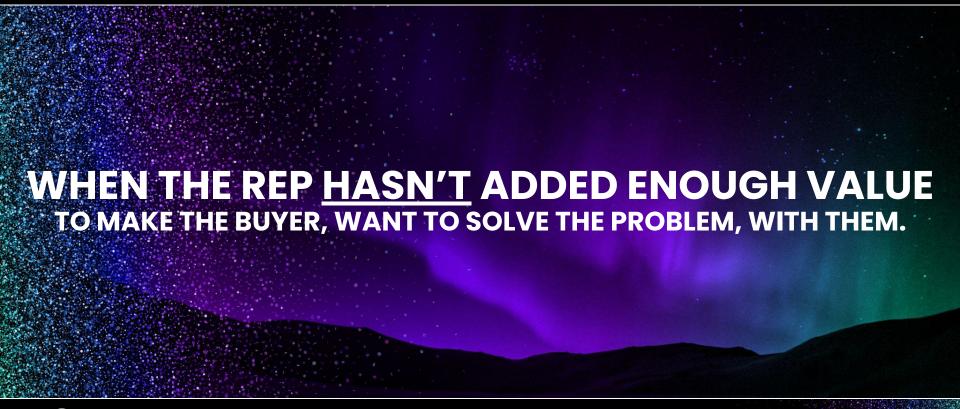
# TOP 5 THINGS THAT PREVENT A DEAL FROM CLOSING..... OR PREVENT A BUYER, FROM BUYING WITH YOU.

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

WHAT PREVENTS BUYERS #1



### WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU) WHAT PREVENTS BUYERS #2



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

**WHAT PREVENTS BUYERS #3** 





### WHAT PREVENTS A BUYER, FROM BUYING (& WITH YOU) WHAT PREVENTS BUYERS #4



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

WHAT PREVENTS BUYERS #5







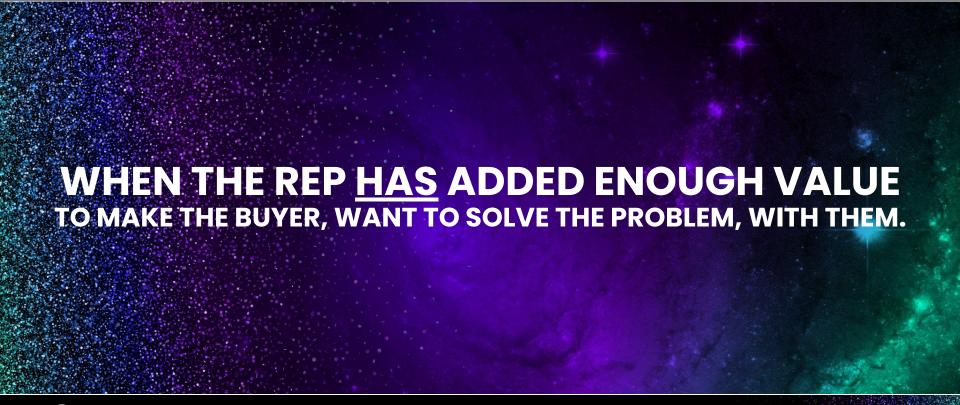
# THE TOP 5 THINGS THAT PROMOTE A DEAL CLOSING...

& FOSTER A BUYER, TO BUY WITH YOU.

WHAT ENCOURAGES BUYERS #1



**WHAT ENCOURAGES BUYERS #2** 



**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 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 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.





## 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

55

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

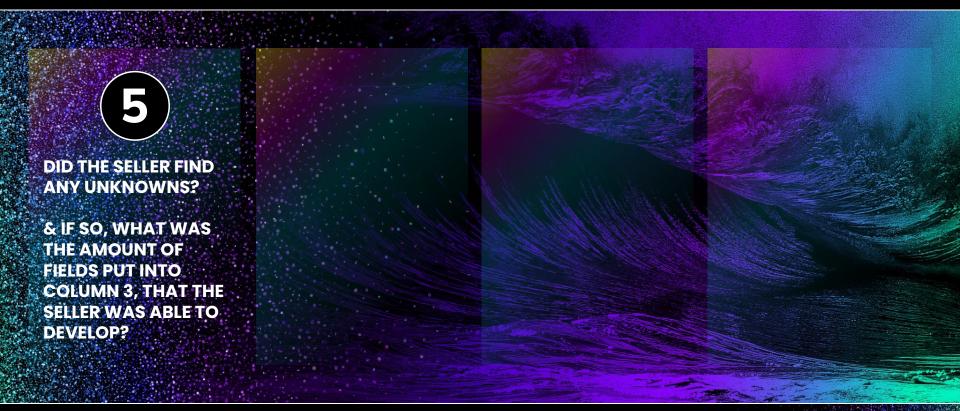
DID THE SELLER
DEVELOP COLUMN 2?

& 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 ?

22





#### 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?

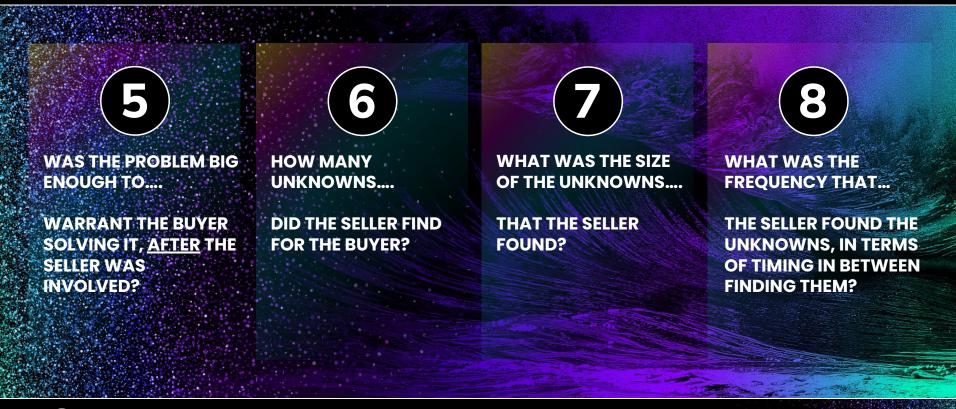
4

WAS THE PROBLEM BIG ENOUGH TO ....

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

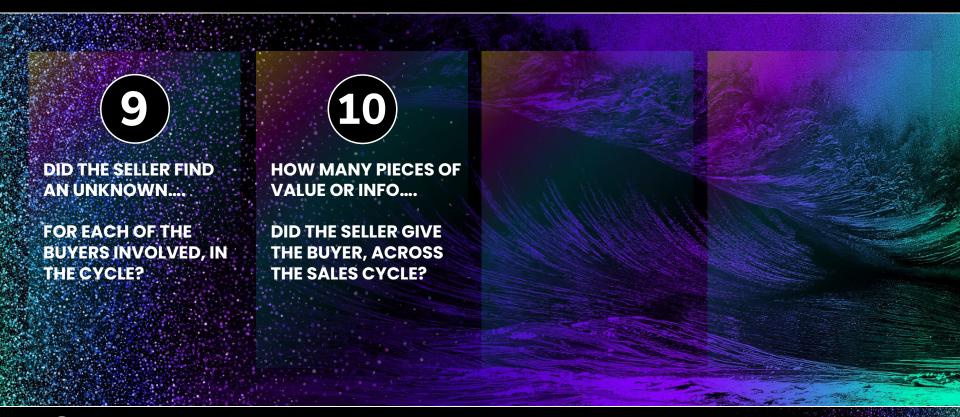
#### THE QUESTIONS TO ASK: TO EVALUATE.....

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



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

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





# WHAT PREVENTS DEALS FROM CLOSING...

& HOW TO PREVENT THEM FROM NOT CLOSING.









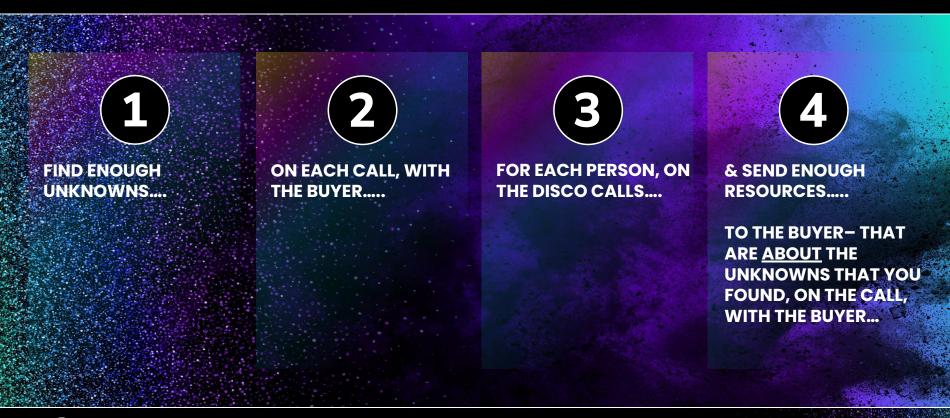




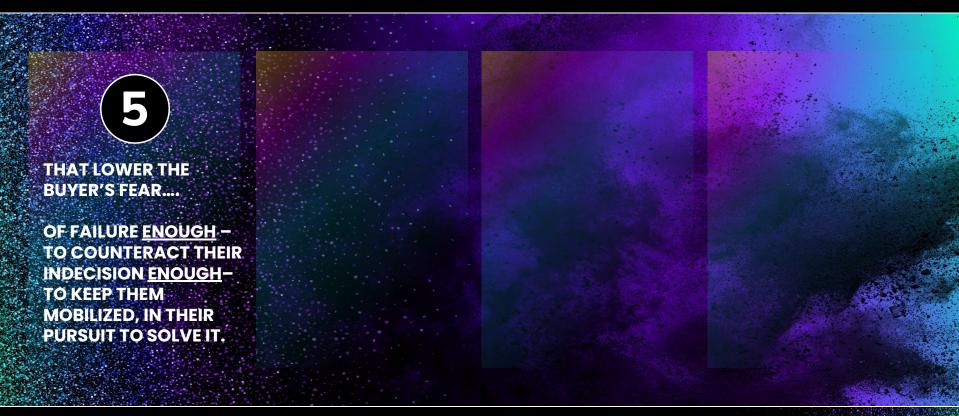


# PART 2 HOW TO PREVENT INDECISIVE BUYERS FROM DE-MOBILIZING

### WHAT YOU NEED TO DO, TO PREVENT..... INDECISIVE BUYERS: FROM DE-MOBILIZING FROM BUYING.



### WHAT YOU NEED TO DO, TO PREVENT..... INDECISIVE BUYERS: FROM DE-MOBILIZING FROM BUYING.





### 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.



& 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.



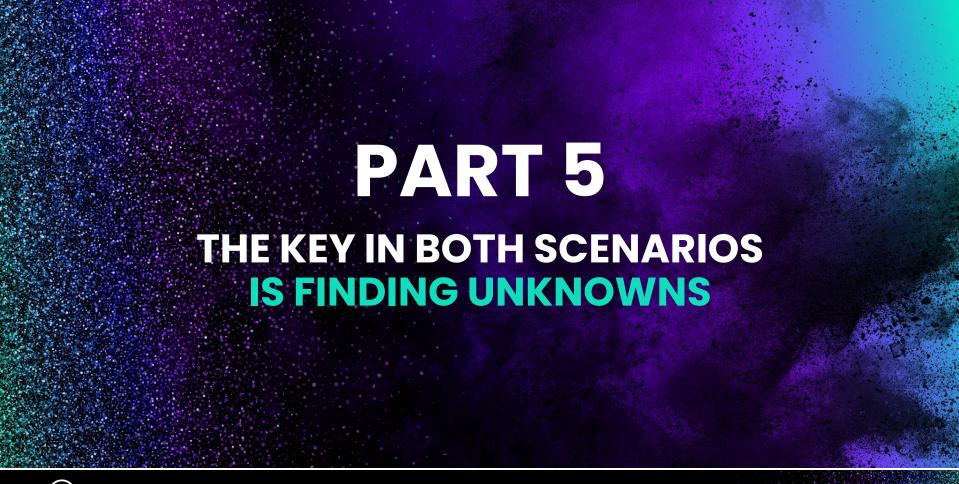
### PART 4

THE TACTICS THAT REPS USE
THAT PARALYZE BUYERS FROM BUYING



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





### THE KEY..... IN <u>BOTH</u> CASE SCENARIOS: <u>IS FINDING UNKNOWNS</u>.



### THE KEY..... IN <u>BOTH</u> CASE SCENARIOS: IS FINDING UNKNOWNS.







### 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 I 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.





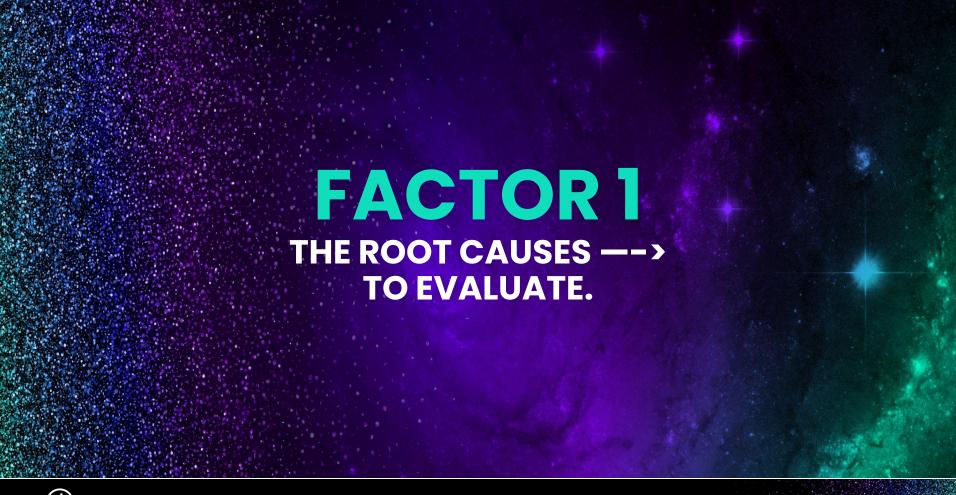
## FACTOR 1: AMOUNT THEY KNOW ABOUT THE PERSONA.

HOW TO DIAGNOSE IF <u>THAT'S</u> THE PROBLEM— & HOW TO IMPROVE IT, IF IT IS.

### FACTOR #1

## THE AMOUNT THE REP KNOWS ABOUT THE PERSONA OVERALL





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

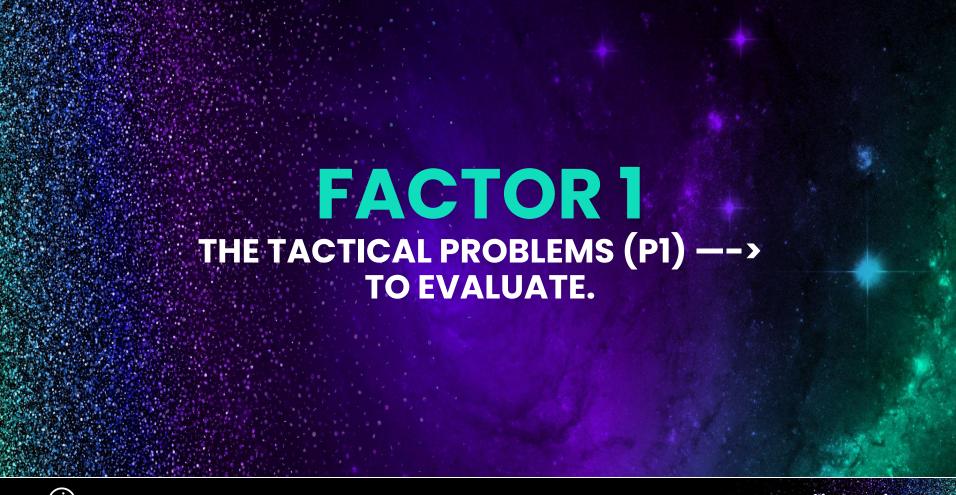
HOW MANY METRICS HAS THE SELLER....

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?



### THE QUESTIONS TO ASK..... TO IDENTIFY TACTICAL PROBLEMS (P1) --> THAT SUGGEST FACTOR 1.

1

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

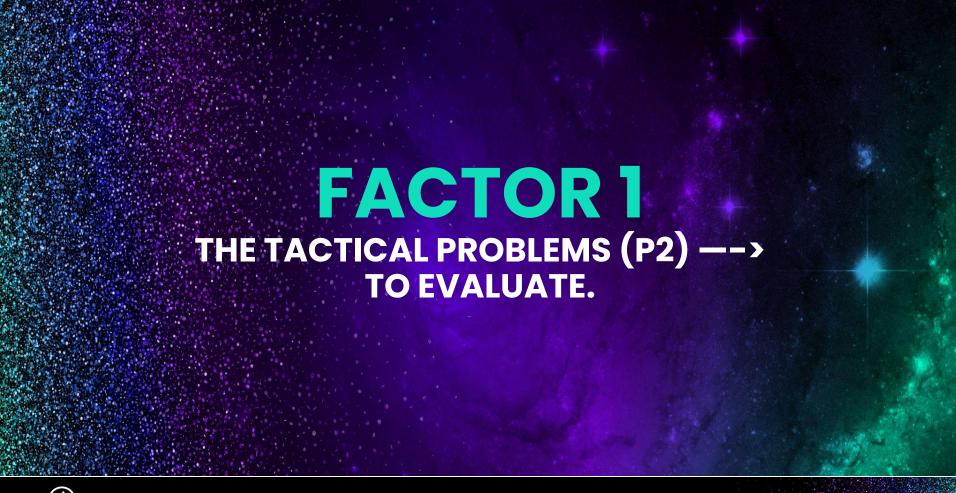
ON THE "INITIAL QUIZZES" GIVEN OR CHECK-UPS, IN REGARDS TO BUYER'S METRICS?

2

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

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





### 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)





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

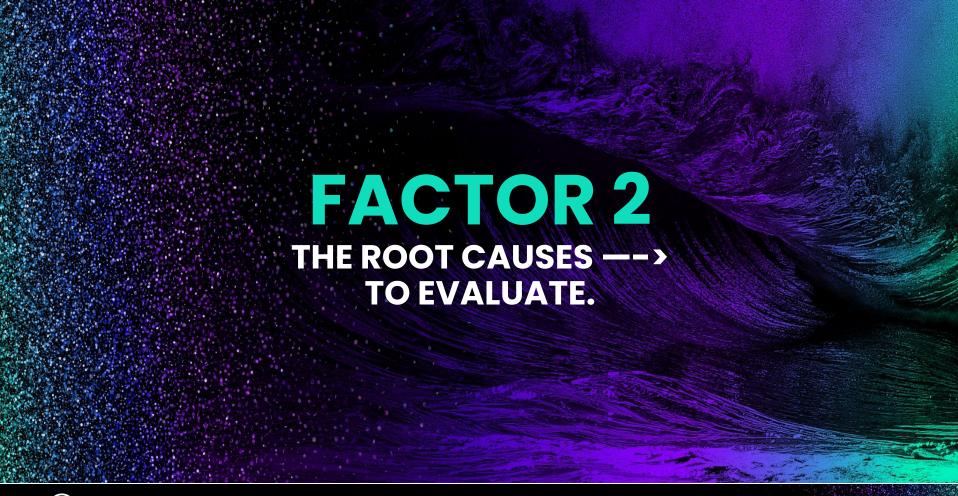
HOW TO DIAGNOSE IF <u>THAT'S</u> THE PROBLEM-& HOW TO IMPROVE IT, IF IT IS.



#### FACTOR #2

# THE AMOUNT THE REP HAS RESEARCHED ABOUT THE BUYER





1

DID THE SELLER LISTENTO 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....

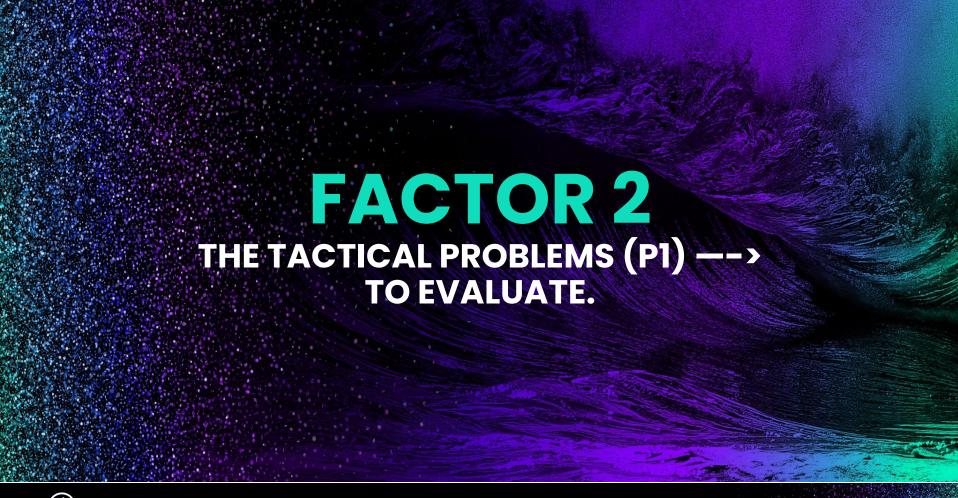
ON THE BUYER, <u>BEFORE</u>
THE DISCOVERY CALL,
WITH THE BUYER?

(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?





## 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?



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

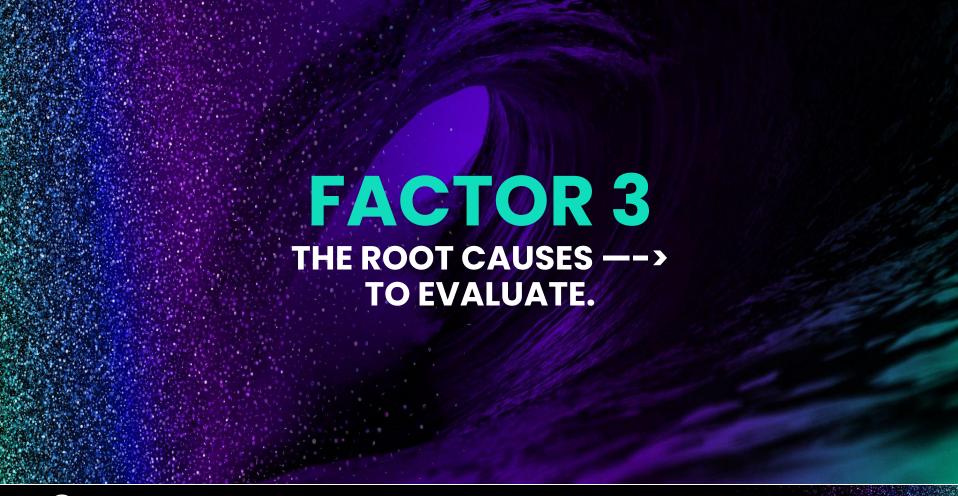
HOW TO DIAGNOSE IF <u>THAT'S</u> THE PROBLEM— & HOW TO IMPROVE IT, IF IT IS.



#### FACTOR #3

# THE AMOUNT THE REP HAS ACQUIRED & LEARNED IN DISCOVERY





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?



HOW MANY OF THE QUESTIONS....

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

**(6**)

HOW MANY OF THE OUESTIONS....

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

7

HOW MANY OF THE QUESTIONS....

THAT THE SELLER
ASKED ON THE
DISCOVERY CALLINCLUDED A
SUBJECTIVE TERM?

8

HOW MANY OF THE QUESTIONS....

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

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 OUESTIONS....

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?

**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** 

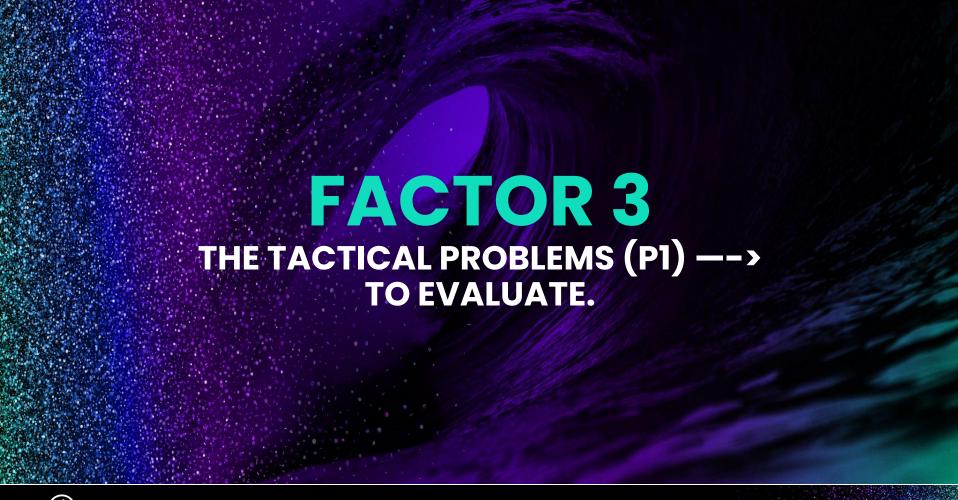
HOW MANY OF THE QUESTIONS....

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?



## THE QUESTIONS TO ASK..... TO IDENTIFY TACTICAL PROBLEMS (P1) --> THAT SUGGEST FACTOR 3.

1

DID THE SELLER FILL IN COLUMN TA (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 SELFDIAGNOSIS)? 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?



## FACTOR 1 & 3: AMOUNT OF UNKNOWNS THEY FOUND....

HOW TO DIAGNOSE IF <u>THAT'S</u> THE PROBLEM— & HOW TO IMPROVE IT, IF IT IS.



#### FACTOR#18,#3

## THE AMOUNT THE REP KNOWS ABOUT THE BUYER-LEARNED IN DISCO

(& UNKNOWNS 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 UNKNOWNS

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...

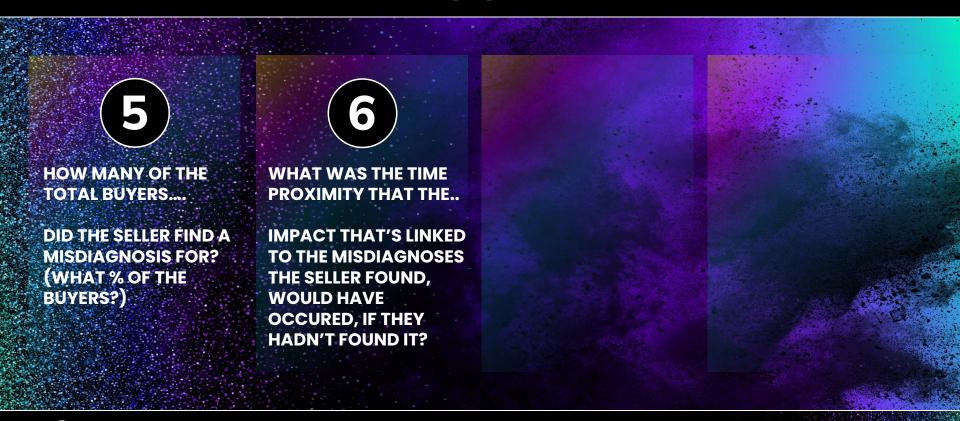
LINKED TO THE MISDIAGNOSES, THAT THE SELLER FOUND, FOR THE BUYER?

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



## 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...

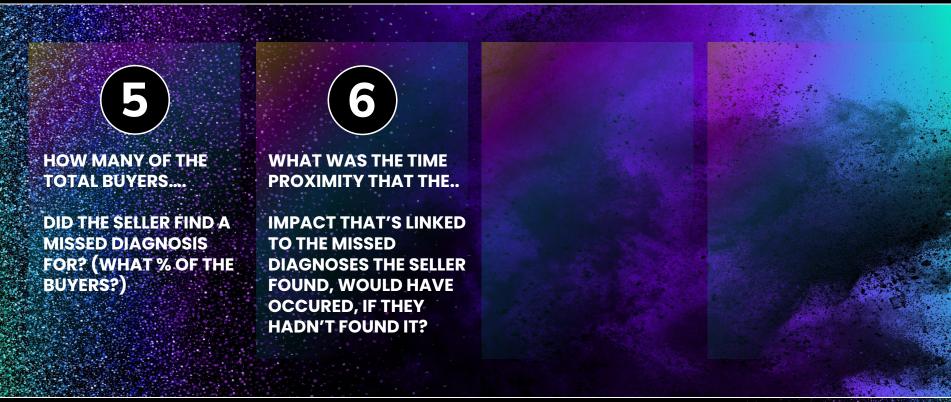
LINKED TO THE MISSED DIAGNOSES, THAT THE SELLER FOUND, FOR THE BUYER?

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.

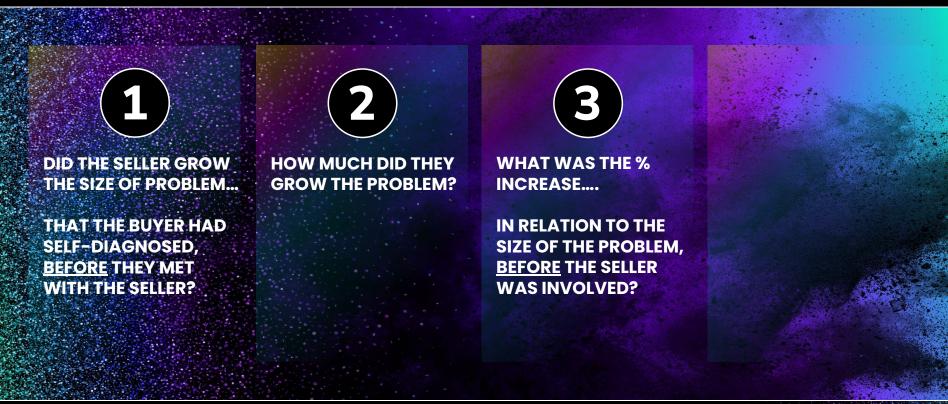


## FACTOR 1 & 3

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



# THE QUESTIONS TO ASK..... TO IDENTIFY TACTICAL PROBLEMS (P2) -> THAT SUGGEST PROBLEM GROWTH.





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

HOW TO DIAGNOSE IF <u>THAT'S</u> THE PROBLEM—& HOW TO IMPROVE IT, IF IT IS.



#### FACTOR #4

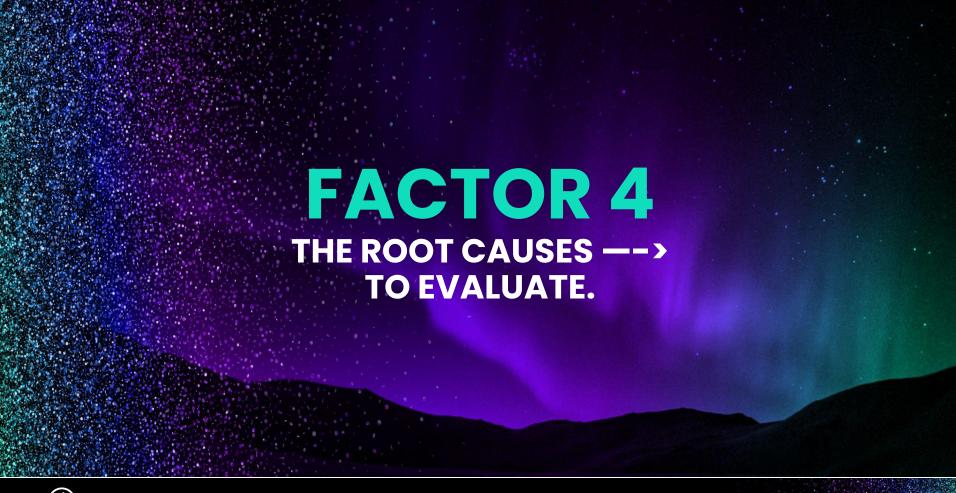
THE AMOUNT THE REP
HAS ADDED, SENT, OR GIVEN TO THE BUYER.
(FROM A VALUE LENS)



### FACTOR 4 AFFECTS...

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





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?



## 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 UNKNOWNS,
THAT THE SELLER
FOUND IN DISCOVERY?

(3)

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

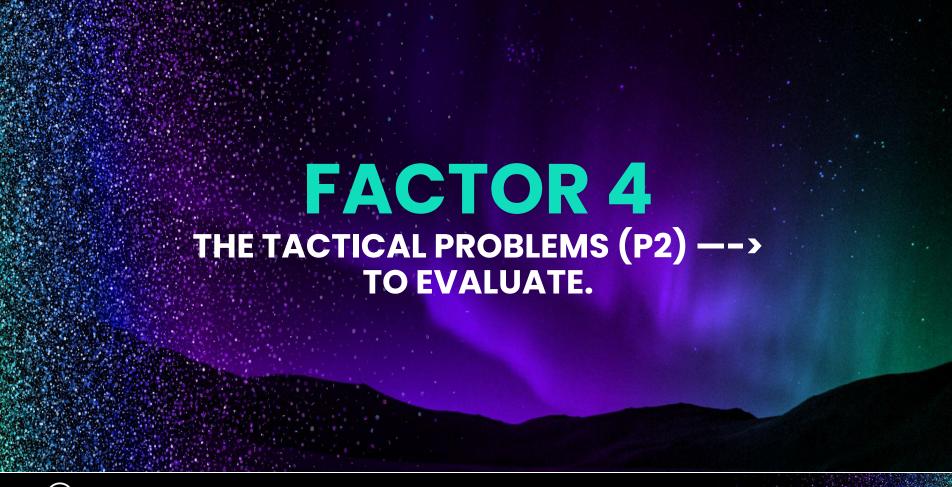
FOLLOW-UP EMAILS, THAT THE SELLER IS SENDING, TO THE BUYER? 4

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.





### 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.







#### **IN SUMMARY...**





#### THE END.

