



Deal**SMARTS**SM

Methodology Diagram

Sales Process Overview

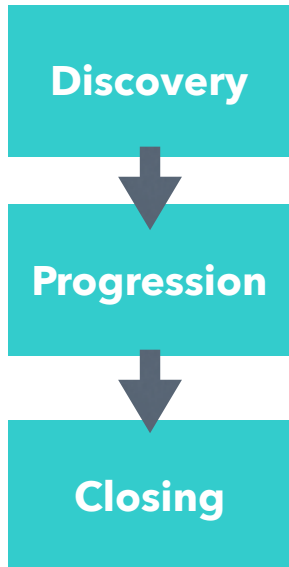
Instructional Tools

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Liquid**SMARTS**SM
A Pathway to Better Business

Let's Keep It Simple!!

Every sale has 3 parts:



Discovery

- Where you find out what is going on and what the customer is seeking

Progression

- Where you guide the customer to understand what they're buying and why it is valuable

Closing

- Where you gain final agreement and arrive at the exchange of value; money for product or service

How do I use just this?

Work Smart - this is about what to do when

When you are with a customer, decide what you are doing based on where you are in the process.

- During discovery, learn all you can about the customer, their situation and their pain points

- During progression, focus the customer on the solution; your product or service connected to them

- During closing, ask for commitment and the transaction needed to get them relief for their pain points



Free License Sales Methodology

DealSMARTSSM

We make our money during Discovery:

Use these questions to guide your progress:

Discovery

Why?
Pain Points

Why are they seeking to buy?
What are the problems and pain points they need to solve?

Who?
Power Players

Who is involved in the decision?
What is their level of power in making the decision?

What?
Buying Criteria

What do they think they need? Is that really what they need to be satisfied?

How are they going to decide?

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Lesson: Consider the three questions below and guess what the answer would be for a customer. Fill in the answers and discuss

Discovery



Why?
Pain Points

Why are they seeking to buy?

Pain Points: _____

Problems: _____

Implications: _____

Who?
Power Players

Who is involved in the decision?

Decision Maker: _____

Influencer: _____

What?
Buying Criteria

What do they think they need?

Decision Criteria: _____

Decision Process: _____

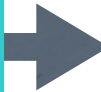
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We make momentum and value during Progression:

Use these questions to guide your progress:

Progression



Where?
Integration

Where are they going to place, use, or experience this? How are they going to get the benefit of the product/service?

How Many?
Workflow

How Many do they need to get their pain point solved? Where does the product or service fit in their situation?

Where Else?
Proof Points

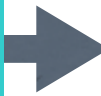
Where Else has this kind of situation been successful with the product/service. How can we show the customer what success looks like? Will they see that this solves their pain point? What proof do we need to give them?

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Lesson: Consider the three questions below and think about your customer. Decide what you need to do to advance the sale.

Progression



Where?
Integration

Where are they going use this?

Use condition: _____

Core benefit: _____

How Many?
Workflow

How Many do they need?

Size of problem: _____

Configuration: _____

Where Else?
Proof Points

Where Else do they need to see?

Proof point: _____

Proof statement: _____

Proof source: _____

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We make a customer in Closing and execute a transaction.

Use these questions to guide your progress:

Closing

When?
Delivery/Go-Live

When will they receive or consume the product/service? What are the deadlines and compelling events they need to prepare to manage?

How Much?
Negotiation

How Much are they willing to pay, and do to realize the benefits of the product/service? Where do they see the most value?

What Next?
Contracting/
Customer Growth

What Next? what needs to happen now for delivery, and the additional/after sale parts of the deal? How can we grow the value of this customer?

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Lesson: Consider the questions below applied to your customer, and plan the actions you need to take to close the deal.

Closing

When?
Delivery/Go-Live

When will they receive it?

Deadlines: _____

Compelling event: _____

How Much?
Negotiation

How Much are they willing to pay?

Points of value: _____

Cost of no-buy: _____

What Next?
Contracting/
Customer Growth

What Next?

Delivery: _____

After sales: _____

Anything else to sell: _____



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