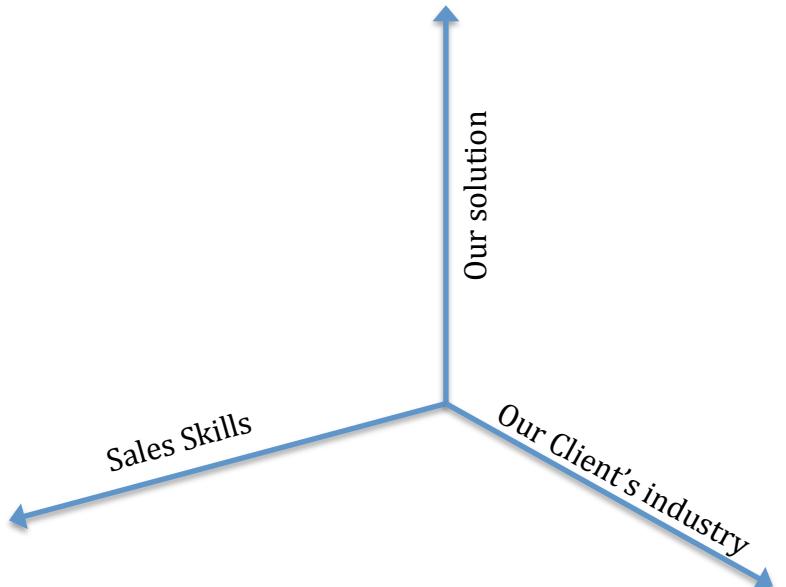


CEO - Sales Checklist

The Challenge

- Buyers are taking longer to buy, and need to get approval from above.
- Buyers expect the sales person to be a teacher.
- Buyers ask:
 - Is this a real need?
 - Do we need it **now**?



Three Axes of Sales Success

Assessment in the 3 Axes of Sales Success		
Our client's industry		
<ul style="list-style-type: none">• What are the three top of mind issues for buyers in our client's industry?• Do our tools actually address the pain our clients feel, or just a part of their pain?• How could using our tool transform the client's business in a significant way?• Who are the thought leaders in that industry? What are they saying about the pain in our client's industry?• What can we tell our client about what is happening in their industry that they do not already know?		
Our solution <ul style="list-style-type: none">• What problem does our solution solve for our customer?• How well does it do that?• What are the key frustrations our clients face when using our tool? What are the workarounds that address them?• In what way does our solution save the client time?• In what way does our solution save clients money?• In what way does this help our clients make money?	Sales skills <ul style="list-style-type: none">• Are we different from the competition in ways that our clients care about? Really?• What do we know about the role of the person we are meeting with? How are their top of mind issues different from others in their firm?• What is the actual buying process within the organization? Who makes the decision? Who influences the decision? Who cannot approve it, but could kill the sale? Who could delay the sale, if their needs are not met?• What can I do to teach my client, not about the tool, but to give them new insights about their problems?	

Two key CEO takeaways

1. Study of buyers shows that *the Sales experience* is critically important to loyalty –important than Support, Relationship and even Product
2. Seek *transparency* in your sales organization – Hold the sales team accountable for accuracy and transparency in your pipeline! (As you do in all areas of your business!)