

# PREPARATION & PLANNING

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- This is an important part of winning a contract.
- It lays the ground for what can be done, what is easy and what is difficult.
- It is very important to take actions quickly but not rush things.

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CEO

Company Strategy

Current Revenue

Goals

Competitors

Issues

Priorities

- To connect with a business properly you must find out the following information.
- Some of this is available on the web if it's a quoted company or in their Annual Report if it is not.

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Structure

Organisational  
design

Reporting lines

Decision  
makers

Influencers

Budget  
Holders

Meddlers

Others

- Must find out the following information over a period of time.
- Probably need to ask various individuals and triangulate the information
- Things may change during the sales cycle.

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- You have a company you want to connect with. You then need to find out the following:
  - Their strategy, CEO, performance, issues, who is involved, competitors, current revenues and champions
  - Structure, organisational design, reporting lines, decision makers, influencers, budget holders, the 'meddler's'?
- What do they have / use at present in the area that your product / solution is targeted?
  - Who did they buy it from and when?
  - How happy are they with what they have, who is happy and who is not?
  - Who wins and who loses if a change is made
- What happens if they do something, if they do nothing?
- The impact!

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Have they dealt with your company before?

What was their experience?

Is there an individual working there who has dealt with you before, at a different firm?

What was their experience?

What is an individual's experience was poor?

How will you manage it?

What if it was good or great? How will you leverage it?

What do they know about your business? Your Products or solutions?

If a proposal went to board today, would it be a yes or a no? Why?

Score your current relationship out of 10 or 100?

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- Most Salespeople don't ask difficult questions, since the answers can be scary.
- There is so much across the web that makes introductions easier.
- But always do the research first.
- Let's look at some examples and where you can get information to help you.
  - LinkedIn
  - Google
  - Your opportunity's own website
  - Competitor websites

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- How will you connect or contact the individuals first?
- What will you say?
- Will you communicate your Value Proposition in one sentence?
- If you want to find out more or schedule a coaching session, please email: [headcoach@stooz.co.uk](mailto:headcoach@stooz.co.uk)