



Start
NEW
JOB!



HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL



CHAPTER 10 CREATING YOUR BUYERS' TABLE



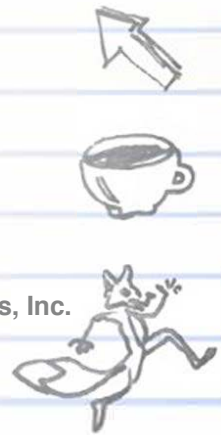
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CARAJANE MOORE & TOM SEARCY



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HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

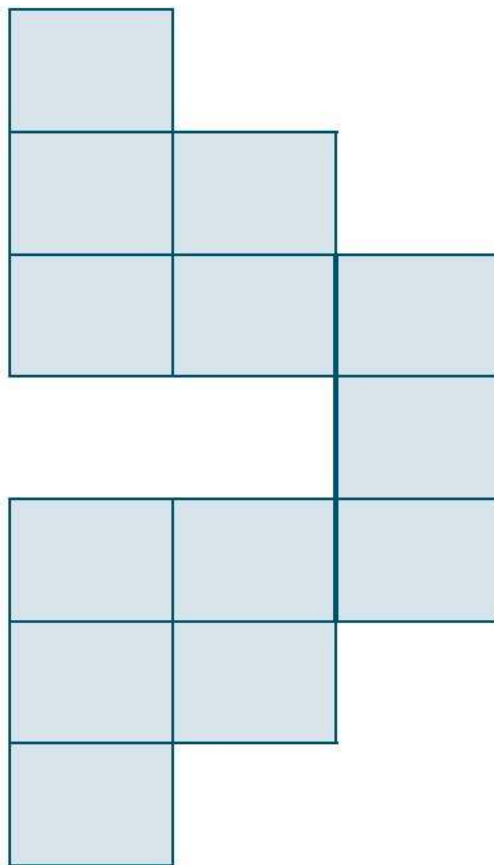
CHAPTER 10 CREATING YOUR BUYERS' TABLE

Those at the prospect company who will be affected by your company's solutions are represented by the positions at this table. These people have an enormous amount of influence on whether you get the sale.

Identify who's who, from both your company and your large prospects, so that you can bring everyone "to the table" at the right time – for the right reasons.

- It takes a team.
- Their team is bigger than the decision-maker, and bigger than you think.
- The power to control and sign or deny is not with the economic buyer, but the people who can say "no".
- Your strongest team members take the "no" off the table –specifically they are your SME's who match the big "no's".
- There is always an eel in the deal.
- Your boat is bigger than the people on your payroll.

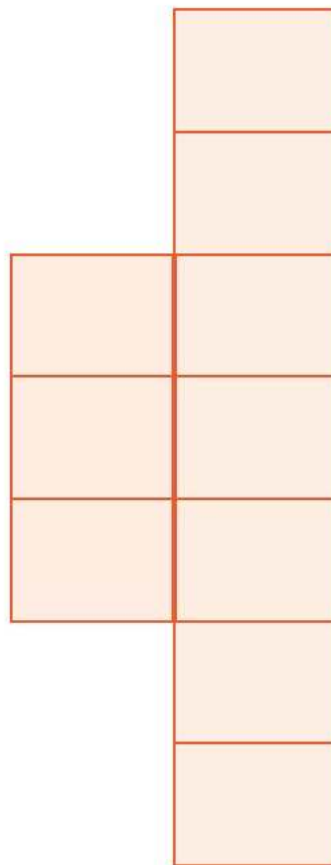
Decision Team



Influencers

Decision
Makers

Hunt Team



Point
Team

Hunt
Team

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anyone else staying



Coffee
Eggs
Milk
O.J.
Apples
Bread
Tin Foil
Cupcakes



8:30 pm.
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