

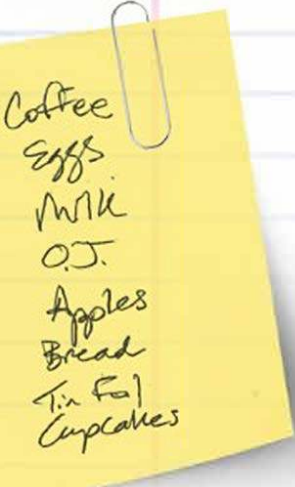


Start
NEW
JOB!



HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL



CHAPTER 7 SALES PROCESS SAMPLE AGENDAS



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CARAJANE MOORE & TOM SEARCY



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HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

CHAPTER 7 SALES PROCESS SAMPLE AGENDAS

DDISCOVERYD

Attendees: _____

Purpose:

To learn more about each other's company and determine if there is an opportunity to work together.

Outcomes:

1. Is there alignment between the two companies for our discussions to continue
2. If yes, overview of the steps in the sales process
3. Secure Executive Sponsor
4. Schedule appointment for next discussion

Talking Points:

1. Background on XXXXXX Company
 - a. What problem do you solve?
 - b. What is the target audience for your solutions?
 - c. What is the sales performance of your company?
 - d. What is your sales organization structure?
2. Goals
 - a. What is your current growth rate?
 - b. What are your growth revenue goals?
 - c. Current average sales in dollars
 - d. Large account sales in dollars
 - e. Plan to reach goals
3. Our company overview
 - a. Problems solved by our solution
 - b. Profile of successful clients
 - c. Results
 - d. Big picture overview of how we work



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Eggs
Milk
O.J.
Apples
Bread
Tin Foil
Cupcakes

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HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

CHAPTER 7 SALES PROCESS SAMPLE AGENDAS

ASSESSMENT

Attendees: _____

Purpose:

To work through the details of your culture, history, people and structure in order to develop a recommendation.

Outcomes:

1. An agreement on direction of the program
2. An established timing if we are going to work together
3. Scheduled meeting to review Proposal Scope

Talking Points:

1. Review the Sales Growth Assessment
 - a. Align on results
 - i. Clarify growth goals
2. Answer any questions
3. People
 - a. Key personnel that would be client facing
 - b. Their roles currently
 - c. Any planned changes
4. Structure
 - a. Is the organizational structure working to support your growth plans?
 - b. Any changes planned
5. Process
 - a. Current Sales Process
 - b. Account Turnover Process
 - c. Account Growth Process
6. Culture
 - a. How has the organization adopted change of this sort in the past?
 - b. Who has embraced it? Who has resisted it?
 - c. Did the speed to change match your expectations? What was the speed to change?
7. Review of the Business Solution Overview
 - a. Outcomes of program
 - b. Timing consideration
 - c. Milestones for implementation
 - d. Expected price ranges for engagement



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Cupcakes



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HOW TO SELL IN PLACE

CLOSING DEALS IN THE NEW NORMAL

CHAPTER 77 SALES PROCESS SAMPLE AGENDAS

PROPOSAL SCOPE REVIEW

Attendees: _____

Purpose:

To align on the solution to reach XXXX growth goals.

Outcomes:

1. To agree on scope for our work together
2. Establish date for kick-off

Talking Points:

1. Is there alignment on goals and objectives for growth?
2. Establish an understanding for scope of engagement.
3. Discuss outstanding items for scope of engagement including:
 - a. Location of live session
 - b. Define attendees for live session
 - c. Finalize coaching plan



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Cupcakes



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