



← Conceptual / Solution Selling →						
				← Transactional Selling →		
When The Customer:	Evaluates Business Environment	Determines Needs	Determines Needs	Evaluates Options	Resolve Concerns & Decides	Implements & Evaluates Results
The Seller Should:	Identify Potential Opportunities	Validate Opportunity	Qualify Opportunity	Confirm & Propose Solution	Close Sale	Implement & Confirm Results Are Achieved
Follow These Activities:	<ul style="list-style-type: none"> Opportunity Matches Criteria Client Analysis For High Probability Pain (CBI) Interest Creation Performed 	<ul style="list-style-type: none"> Sponsor Has Pain (CBI) Sponsor Has Buying Vision Sponsor Agrees To Explore Sponsor Allows Access To Power (DM) Actions Agreed To In Writing 	<ul style="list-style-type: none"> Access To Power (DM) Power Admits Pain (CBI) Power Has Buying Vision Power Agrees To Explore Evaluation Plan Proposed Evaluation Plan Agreed To 			
Using These Sales Aids & Tools	<ul style="list-style-type: none"> Territory / Account Opportunity Plan Segmentation Map Pre-call Planning Method Reference Story Value Proposition 	<ul style="list-style-type: none"> Opportunity Assessment Vision Creation Model Organization Map Pain Chain Reference Story Value Proposition 	<ul style="list-style-type: none"> Opportunity Assessment Vision Creation / Re-eng Model Organization Map Pain Chain Reference Story Value Proposition Evaluation Plan 	<ul style="list-style-type: none"> Evaluation Plan Value Justification Model Implementation Plan Step Completion Letters 	<ul style="list-style-type: none"> Negotiation Worksheet 	<ul style="list-style-type: none"> Reference Story Implementation Plan Value Justification Model
Verified By:	<ul style="list-style-type: none"> Specific Sponsor Identified 	<ul style="list-style-type: none"> Sponsor Letter 	<ul style="list-style-type: none"> Power Sponsor Letter & Evaluation Plan 	<ul style="list-style-type: none"> Verbal Approval For Solution Received 	<ul style="list-style-type: none"> Signed Contract 	<ul style="list-style-type: none"> Reference Story
Yield Factor:	10%	25%	50%	80%	90%	100%

