



PRISM BUSINESS DEVELOPMENT
“Enabling Innovation”

Product Training Guide

Transactional Selling Sales Model

Priority	Purpose	What Is?	Tool
1	Establish Fit	Product/Service/Solution?	Highlights of Features & Functions... Capabilities
2	Establish Need and Connecting The Dots to Fit for the Looking Customer	An ideal Industry/Customer and the Business Problem being Solved?	Ideal Customers, Business Problems (solved by these capabilities). How the capabilities solve the Customer’s Business Problem. Qualifying Questions
3	Overcoming Funding Objections	Compelling Value Proposition	Business Impact Analysis – Customer benefits including new source of Revenues, Margins and Marketshare... Lowering of Costs... Offsetting Cost/Replacement... Financial Models/Tools, Standard Costs... providing ROI, Payback based on benefits and/or TCO.
4	Overcoming Timing Objectives	Marketing Programs	Identify compelling customer event or providing a compelling marketing program event... time limited discount available or include additional services free of charge etc.
5	Overcoming Attitude/Comfort Objections	Privilege Where privilege includes: Prospective Customer Awareness, Consideration and Hit-Rate Objection Handlers	Sales Professional Privilege... Developing Customer Partnerships Awareness (known as a player), Consideration (known as a major player that needs to be reckoned with) and Hit-Rate (the de-facto standard to judge others... predisposition to purchase) Promotion or Market Conditioning Company Privilege (Brand Equity) and Product/Service/Solution Privilege (Product/Service/Solution Equity) Public Relations: trade success story articles, white papers, buyer guide entries (a player), industry analysts positioning (a major player and or de-facto standard market leader) Notes: Narrow market sales professional tools... (direct mail campaigns, proof statements or examples of successes)... Broad market... success story publishing... Trade Press/Analyst’s acknowledging leadership position... Examples include: Viability, Serviceability issues...



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6	Fulfillment Process	Order Package & Processing	Open Cities, Availability Sign Offs Credit Check, 3 rd Party Leasing, Implementation Plan Facilities Planning & Readiness Other Contingent Paperwork & Sign Offs
7	Sweeping for Land Mines (Overcoming Objections) and Laying Land Mines (Advantage Vision Re-engineering)	Competitive Analysis	Highlights of alternative product/service/solution... technology... Alternative advantages and disadvantages. Our advantages and disadvantages.
8	How to make money	Compensation	Example of Sales Professional Commission/Compensation
9	Strategic Planning	Territory (Asset) Planning Account (Asset) Planning	Territory Exploiting-Planning and Resource Management Account Exploiting-Planning and Resource Management
10	Tactical Planning	Opportunity Planning	Opportunity Assessment & Resource Management

Consultative Selling Sales Model - Extensions

Priority	Purpose	What Is?	Tool
0	Establishing & Maintaining Trusted Advisor Relationship Status	Solution-Centric Sales Aids Developing Latent Opportunities Perceiving and Getting C-Level Customers to Perceive How Capabilities Provide New Business Solutions Delivering Results	Critical Business Issues List Case Studies & Initial Benefit Letter Identifying Pain, Perceiving & Establishing Business Solution & Value Financial Analysis Tools (Including Revenue, Margin, Marketshare Benefits) Evaluation Plan Implementation Plan Closing The Loop – Presenting Financial Results & Other Benefits Implementation Results Monitoring & Delivering Results