



# BUYING CYCLE >>>



## SALES CYCLE

	ACTIVATING EVENT INNOVATION DEFINED	DETERMINE REQUIREMENTS	EVALUATE OPTIONS	SELECT SOLUTION	RESOLVE ISSUES & FINALISE	IMPLEMENT/EVALUATE SUCCESS	
	PREPARATION P.R.I.S.M. Analysis	APPROACH Qualified Suspect	NEEDS ANALYSIS Qualified Prospect	EXPLORE Solution Options	PRESENTATION Present Solution	FINAL NEGOTIATION Order / Contract Issue	WIN / CUSTOMER
<b>CUSTOMER DECISION FACTORS</b>	Relationship	Track Record	Solution Support	Process Opportunities	Affordability/ Preferred Supplier Status	4 Pillars of Profit Personal Needs Success Criteria	Implementation Process
<b>PRIMARY OBJECTIVE(S)</b>	Maximize exposure to high-quality new contacts of Ideal Customer Profile	Gain approval and support for controlled account development action plan.	Disturb the "status quo" and develop trouble or growth buyer receptivity levels to new solutions.	Explore potential solutions and generate a solution vision biased towards your product/service.	Answer the Buyers 3 important questions to achieve preferred supplier status and stimulate buying action.	Negotiate final agreement and agree implementation process.	Confirm Success Criteria Agree Support System Customer Care Agreement
<b>P.R.I.S.M. SALES PROCESS</b>	Blue Ocean Sustainable Competitive advantage P.R.I.S.M. Vertical Market Analysis Identify Buying Influencers Prepare Marketing Awareness Program Obtain First Appointment	Create Value Statement Qualify Buying Influencers Personal Needs Interpersonal Selling Skills Control the Meeting Agenda Develop Pathfinder /Champion	P.R.I.S.M. Needs Analysis with O.P.E.N. Formula Relax: Passive Needs Disturb: Indirect Needs - Pain: Primary Needs Relieve: Direct Needs Agree Advancing Objectives	Conceptual "What if..."scenarios matched to Key Initiatives Process Opportunities expanded P.R.I.S.M. Finalizing strategy	Compelling Business Proposition with Personal Win. - P.R.I.S.M. Report / Value Statement summary - Alignment with 5 customer decision factors Isolate Obstacles	Measure progress Position with Buyers' Negotiating Style Buyer's Negotiating Tactics Ensure Negotiating Power Salesperson's Negotiating Tactics	Uncover Additional Opportunities Develop to Advocate Status Referrals to Similar P.A.I.N. Suspects "Thank You" Strategy
<b>INFORMATION REQUIRED</b>	Primary Decision Maker Key Influencers Buying Process Current Supplier / Usage Account Status	Status Quo Activating Event Receptivity Level Influencers Personal Needs/Behavioural Style Indirect Needs	P.A.I.N. Chain Dominant Buying Motive Current Solution Vision Critical Business Results Size of Problem	Confirmation of IF...THEN Analysis Measurable Solution Benefit Acceptance Acceptance of Competitive Advantages Influencers Personal Win	Preferred Supplier Status Buyers Authority Confirm budget allocation Strategic Alignment with "Value Statement"	Success Criteria Measurement Negotiation Shopping List	
<b>STRATEGY TOOLS</b>	Territory Management P.R.I.S.M. Situational Intelligence Telephone Script	Buying Influencers Profile P.R.I.S.M. Discussion Document P.R.I.S.M. Case Study	Pre-prepared Questionnaire P.R.I.S.M. Meeting Report P.A.I.N. Chain Analysis	IF...THEN preparation as "Value Statement" Business Improvement Analysis	P.R.I.S.M. Completed with Justifiable ROI Negotiation Variables Costed	Final Check Sales Process Opportunity Competitive Buying Negotiators Strategies Collaborative Sales Negotiator Counter Strategies	
<b>GO FORWARD CRITERIA</b>	First Meeting Agreed Account Development Plan Advancing / Supporting Objectives Defined Ideal Customer Profile	No1 Priority Revealed Trouble/Growth Opportunity "Value Statement" Accepted Advancing Objectives Agreed	Primary & Direct Needs Established Access to Power Initial Pre-commitment P.R.I.S.M. Report Next step scheduled and outcomes agreed	At Power Pre-commitment Budget Allocation Success Criteria Agreed Next step scheduled and outcomes agreed	At Power Pre-Commitment Final Negotiation scheduled/outcomes agreed	Signed Agreement Or Order Issues	Customer Retention Strategy 1st CCA Confirmed
	<b>Opportunity Rating</b>	<b>0 - 15%</b>	<b>15 - 40%</b>	<b>40 - 75%</b>	<b>75 - 90%</b>	<b>90 - 100%</b>	

