QuEST Forum
Small Business

The Presentation will start soon! There may be silence before we start.
Webinar will be 1.0 hours

To make Full Screen

For Q & A or CHAT, expand here or may auto-expand

For Q & A or CHAT select “All Panelists”

Phone icon identifies speaker
Globe icon identifies presenter

What challenges do you face in managing/governing your sustainability efforts?
Who is QuEST Forum?

Global community of Service Providers, Suppliers & Liaisons

Jointly create, develop and share quality management standards, best practices offerings and industry-leading resources

Develops & maintains TL 9000, an information and communication technologies (ICT) industry quality management system standard
What Is TL9000?

Created by the QuEST Forum

Globally recognized quality standard, designed to improve communications products: hardware, software and services

Built on ISO 9001 and the eight quality principles

Includes requirements for continual improvement, customer satisfaction and reporting of industry standard measurements
Improving Sales Funnel Efficiency

QuEST Forum Webinar
August 2015

Jerry Garrett
President & CEO
garrett@spc.net
913-428-4557
Do You Have A Sales Process?

Can You Answer?

• How do you know you are winning?
• How do you know you are losing?
• What do you look for in a sales campaign?
• What questions do you ask?
• Why have you been successful?
Sales Funnel


Suspects: Qualify to Capture Value

Prospects: Known Customers Requiring Your Service or Solution

Single Sales Objective: Complex Sales Requiring Action to Move the Project Forward

“The business decision first, sales decision to follow.”

Ted Dimitriou
Customer’s Decision Steps

- Assess the Problem/Opportunity
- Define Objectives
- Initiate a Project
- Evaluate Products
- Prove the Concept
- Prove the Concept
- Negotiate and Sign Contracts
- Implement
- Measure Results
- Trusted Advisor
- Problem Solver
- Credible Source
- Vendor

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Management Questions

<table>
<thead>
<tr>
<th>WHY</th>
<th>Why will the customer make this decision?</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOW</td>
<td>How will the customer make this decision?</td>
</tr>
<tr>
<td>WHO</td>
<td>Who will really make (drive) this decision?</td>
</tr>
</tbody>
</table>

Every question you ask the customer early-on should be directed toward these three areas.

The Intelligence Requirements:

<table>
<thead>
<tr>
<th>Accurate</th>
<th>Timely</th>
<th>Relevant</th>
<th>Concise</th>
</tr>
</thead>
</table>
### 5 Key Questions

<table>
<thead>
<tr>
<th>Why</th>
<th>How</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need</td>
<td>Criteria</td>
<td>Hierarchy</td>
</tr>
<tr>
<td>- problem</td>
<td>- product</td>
<td>- decide</td>
</tr>
<tr>
<td>- project</td>
<td>- business</td>
<td>- approve</td>
</tr>
<tr>
<td>Timing</td>
<td>Resources</td>
<td>Support</td>
</tr>
<tr>
<td>- decision date</td>
<td>- ours</td>
<td>- inside support</td>
</tr>
<tr>
<td>- compelling mechanism</td>
<td>- theirs</td>
<td>- criteria &amp; process</td>
</tr>
<tr>
<td>Money</td>
<td>Process</td>
<td>Executives</td>
</tr>
<tr>
<td>- financial position</td>
<td>- events</td>
<td>- access</td>
</tr>
<tr>
<td>- funding status</td>
<td>- timeline</td>
<td>- credibility</td>
</tr>
<tr>
<td>Value</td>
<td>Execution</td>
<td>Political</td>
</tr>
<tr>
<td>- quantitative</td>
<td>- implementation</td>
<td>- power</td>
</tr>
<tr>
<td>- qualitative</td>
<td>- risks</td>
<td>- philosophy</td>
</tr>
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</table>

**Compelling Mechanism:** What is the Issue or Reason That is forcing the customer to make a decision?

**Agreed Quantifiable Business Outcome:** Your solution will solve the Customer’s Company Objective by How Much

**Competitive Position:** Do We Have a Temporary Technical Advantage that Address Customer’s P & L?

**Inside Support:** Will Someone Represent Your Solution? Are they influential?

**Politics:** Are You Aligned with ‘The’ Decision Makers? Show Political Map

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Clarify and Verify Questions

<table>
<thead>
<tr>
<th>Component</th>
<th>There is + on</th>
<th>...and yet there are -’s on one or more of</th>
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</thead>
<tbody>
<tr>
<td>Why</td>
<td>1</td>
<td>2, 3, 5</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1, 3, 4, 5</td>
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<td>3</td>
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<tr>
<td></td>
<td>4</td>
<td>1, 3, 5, 6</td>
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<td>8</td>
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<tr>
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<td>10</td>
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<td>2, 3, 4, 7, 10</td>
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<td></td>
<td>12</td>
<td>2, 3, 4, 7, 8, 10, 11</td>
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</tbody>
</table>

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Where influence runs in a non-traditional direction, either upstream, or crosses departmental boundaries.

Valkyrie Management Corporation.
"Defining the Political Map," Power Based Selling, Jim Holden.
Logic Chart - Discussing / Selecting a Strategy

1. Customer problem or project?
   - Must the customer make a decision?
   - Can you become a catalyst?

2. Do you have a viable solution?
   - Superior position or an incumbent?
     - Can you change the ground rules?
     - Can you segment the opportunity?
     - Can you create a delay?
     - Any future potential?
     - Are you the (an) incumbent?

3. Disengage!
   - Frontal
   - Flanking
   - Divide
   - Deploy
   - Defend
Consider..

Today

• “Elevator Speech”
• High Level Expectations
  – Know My Business
  – Solve My Problems
  – Raise Revenue, Lower Cost of Business
  – Tie your T.T.A. to these Customer Goals Objectives
• Move the Sale Forward
• Track SSO, Ask Yourself Why do you Win/Lose
Consider.. Simple Tools

Master List Bids, Pipeline
- W/L
- Owner
- Segment
- Aging

GAP Sheet, the Few
- 5 questions, Mapping
- Validate
- Focus

Forecast
- Waterfall
- Define Changes
- Measure for Action
Consider..

Tomorrow

• Sales as a Process
• Objectives
  – Which Accounts Should Be Company Focus
  – Establish, Enhance Control Over These Opportunities
  – Improve Forecast Accuracy
  – Effectively Close
  – Increase Repeat Business
**Strategic Selling® Blue Sheet Software**  
Strategic Analysis

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<thead>
<tr>
<th>Date:</th>
<th>8/11/2015</th>
<th>Updated:</th>
<th>8/11/2015</th>
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</thead>
<tbody>
<tr>
<td>Salesperson:</td>
<td>Jerry Garrett</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account/Prospect:</td>
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<tr>
<td>Current Volume:</td>
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<tr>
<td>Product/Service:</td>
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<td>Sales Rev/Units:</td>
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<td>Close Date:</td>
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<tr>
<td>IDEAL CUSTOMER CRITERIA:</td>
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<td>Match to Criteria:</td>
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<tr>
<td>1.</td>
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<td>-5 to +6</td>
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<tr>
<td>2.</td>
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<tr>
<td>3.</td>
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<tr>
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<tr>
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</table>

**SINGLE SALES OBJECTIVE**

<table>
<thead>
<tr>
<th>Name, Title, Location</th>
<th>Role</th>
<th>Degree of Influence</th>
<th>Mode</th>
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</thead>
<tbody>
<tr>
<td><strong>BUYING INFLUENCES INVOLVED</strong></td>
<td><strong>BUYING INFLUENCE’S KEY WIN-RESULTS</strong></td>
<td><strong>HOW WELL IS BASE COVERED?</strong></td>
<td></td>
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<tr>
<td><strong>Name, Title, Location</strong></td>
<td><strong>Role</strong></td>
<td><strong>Degree of Influence</strong></td>
<td><strong>Mode</strong></td>
</tr>
<tr>
<td><strong>BUYING INFLUENCE ROLES</strong></td>
<td><strong>DEGREE OF INFLUENCE</strong></td>
<td><strong>MODE</strong></td>
<td><strong>Win-Results Statement:</strong></td>
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<tr>
<td>E = Economic</td>
<td>H = High</td>
<td>G = Growth</td>
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</tr>
<tr>
<td>T = Technical</td>
<td>M = Medium</td>
<td>T = Trouble</td>
<td></td>
</tr>
<tr>
<td>U = User</td>
<td>L = Low</td>
<td>EK = Even Keel</td>
<td></td>
</tr>
<tr>
<td>C = Coach</td>
<td>OC = Overconfident</td>
<td></td>
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</table>

NOTE: **Win-Results Statement**: a short statement of the personal Win that a Buying Influence attains when important measurable business Results are delivered.

Red Flag: Uncertainty/Lack of Data

Strengths: Areas of differentiation; Opportunities to improve your position

Win-Results Statement: a short statement of the personal Win that a Buying Influence attains when important measurable business Results are delivered.

Bill Hoffman  
Sales Dynamics  
bilddhoffman@gmail.com  
+1404-580-5407
Strategy, the Art of Winning

Temporary Technical Advantage → Customer’s Project or Problem → Quantifiable Business Outcome → Customer’s Goals and Objectives → Customer’s Political Agenda

- Product
- Business
- Political

Formal

WHO?
WHAT?
HOW?

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Mike Kehnert
K2 Consulting
mkehnert@k2consult.net
+1904-612-3750
Special Product Company

- **Patented** Passive Cooling Solutions
  - Only Approved Repeater Enclosure for Ethernet over Copper Deployment
- **Cabinets, Enclosures**
  - **Design to Build** Solutions
  - **Fiber, Copper** Solutions
- **Diverse Revenue Stream**
  - Telephone ‘Blue Chips’
  - Tier 2, 3 Phone Companies
  - CATV, Transit, Small Cell, Air Traffic
- **Private Equity Held**
  - Founded 1987
  - Shawnee, KS

- [www.spc.net](http://www.spc.net)
- garrett@spc.net
Improving Sales Funnel Efficiency

Jerry Garrett
President & CEO
Special Product Company
Kansas City
garrett@spc.net
Reference List

• Power Base Selling. Jim Holden and Ryan Kubacki.
Does your company operate in the ICT space? Are you a QuEST Forum member? If not, sign up today and reap the immediate benefits of membership. 
http://www.questforum.org/join/membership-overview/

For additional information, please visit:
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www.questforum.org/ict-initiatives/small-business/
Thank you for participating in the QuEST Forum Small Business Webinar Lecture Series

Next Webinars:

ISO 9001:2015 with Nigel Croft
Wednesday, August 26th @ 10:00 CST

Small Business Webinar: 5 Whys of Root Cause Analysis
Tuesday, October 20th @ 11 am CST

You will be directed to a survey and your feedback is appreciated.