

4 MUST-DO'S FOR BIGGER, BETTER DEALS



Prospect diagnostics and dialogue mapping

In a fast-moving and complex selling environment, all but the most sophisticated sales reps are challenged to stay on top of changing customer-buying dynamics. Sales playbooks provide a powerful framework for teaching the field how to recognize potential prospects, engage in dialogue around current trends, and propose value propositions that speak to the unique situation of each customer.



Contextual solution-selling tools

Sales reps must make your solutions relevant in the context of each customer's characteristics and care-about. Customizable solution templates—including modular PowerPoint presentations and proposal templates as well as account-specific collateral—can help them position your offerings from the perspective of the customer's industry, role, and pain points for a more compelling business case.



Credibility-building content

Closing the deal often comes down to a question of confidence, as customers must feel safe that they're making the right decision. Case studies, analyst perspectives, and other evidence of your company's track record help the field address customer concerns and close deals.



Qualification standards and scoring

Clear criteria and scoring models help align Sales and Marketing around a common definition for qualified leads and ensure smoother hand-offs. But BANT isn't enough to determine if a prospect is truly sales-ready—add demographic profile (company type, role in organization) and to your scorecard.