





The Difference Focusing on a “Game Changing” sale can have on your results and even your career is incredibly powerful!

If you look at your sales funnel, CRM system, or the note book where the business you expect to do is scribbled down. Maybe you are and lucky it’s filled with customers, prospects, and deals. Do you know which ones really and truly matter? Looking across all of that information which of them deserve your time, attention, and the most focus? If you are like most sales people you think you know but get frustrated by the results. You chase after deals based on size not strategy. At the end of every month and quarter you are holding on and chasing opportunities that you need to come in, for you wallet, for your boss, or both. Yet sales slip, they come in late time and again. Then there are the sales you thought you had in the bag, the ones you “thought” were good enough to be taken to the bank. Then there are the others that just go dark. Are you leaving your success up to chance, luck, or even worse yet hope? A

partner of mine often says “Hope is worthless”. At the very least it’s not a sound business strategy or an indicator of success. Other factors matter. Knowing who the “Decision Maker” is, their Buying Criteria, The Customer Expectation Level, Perception Index.

What is
your next
Marquee
Win?

Customer Roles, Buying Criteria, Customer Expectation Level, Perception Index, Weighting of Importance, Game Plan, Strategy and Tactics, Neutralizing Your Competitive Disadvantage



Sales Funnel Exercise

	Customer	Opportunity	Dollar Amount	A, B, C Opportunity	Accelerate or Compete
1)					
2)					
3)					
4)					
5)					
6)					
7)					
8)					
9)					
10)					
		Accelerate and Compete \$ Total			

Opportunity Type Worksheet

"A" Opportunities	"B" Opportunities	"C" Opportunities
XXXM+ Revenue over 12 months	XXXM+ Revenue over 12 months	XXXM+ Revenue over 12 months
Heavy Appetite for our products/services	Moderate Appetite for our products/services	Light Appetite for our products/services
Competition is light	Competition is light/moderate	Competition is heavy
Existing relationship with a key coach/champion	Developing relationship with a key coach/champion	No relationship with a key coach/champion
Strategic for the company	Could be Strategic for the company	Beachhead for company

Opportunity Type Sample

	Customer	Opportunity	Dollar Amount	A, B, C Opportunity	Game Changer
1)	Acme Industries	HQ Refresh Project	\$750,000	B	
2)	Pipe Dream Incorporated	400 Site Greenfield Roll Out	\$8,000,000	C	
3)	Venture 412	HQ2 and EU Expansion	\$3,500,000	A	
4)	Menlo Park Garage Co	NA Maintenance Consolidation	\$10,500,000	B	



Decision Maker Exercise

Approver	Decision Maker	Influencer	Coach
An individual who has the final authority to commit the client organization to a solution/vendor	An individual who recommends a particular course of action to the Approver	Individuals who try to influence either the Decision Maker or Approver. Recognize that there are different levels of influence.	An individual who provides us with critical information regarding their buying process and fights for our success.

For Today's Exercise we will be using the Venture 412

Approver	Decision Maker	Influencer	Coach
Van Gogh	Rooney	Caliban	Tequila Rose
		Oscar	
		Paris	

Decision Maker Worksheet

My Game Changer Deal is _____

Approver	Decision Maker	Influencer	Coach



Buying Criteria Exercise

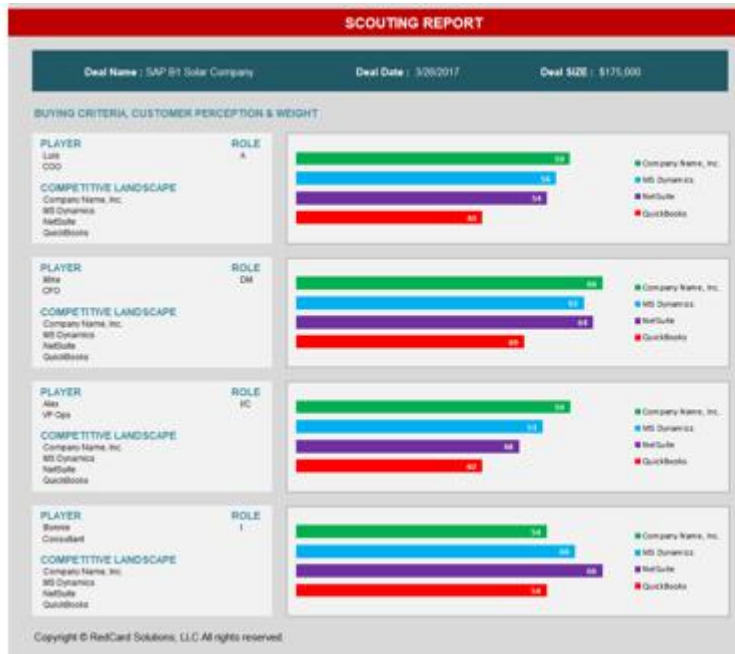
Buying Criteria - A criteria that an Approver, Decision Maker, Influencer, or Coach will consider when deciding whether to purchase or recommend a specific product/vendor.

Buying Criteria Sample Data

Name	Role	Top Buying Criteria	2 nd Priority Buying Criteria	3 rd Priority Buying Criteria
Van Gogh	A	Best Price	Something better than anyone else (Services, warranty, etc)	Buying Timeline Respected
Rooney	D	Durability	Value for price paid	No Hassle Deployment
Caliban	I	Current Solution That will Last	Excellent Service Levels	Delivered ASAP
Oscar	I	No Disruption of Current Processes	No Necessary Stress on Other Departments	Complete and Detailed Specification against Spec (fit for purpose)
Paris	I	Quick Delivery (Now would be great)	Future Proof	Easy to Manage after Install
Tequila Rose	C	Price	Durability	Improved Processes

Buying Criteria Exercise

Name	Role	Top Buying Criteria	2 nd Priority Buying Criteria	3 rd Priority Buying Criteria



Get into **“The Red Zone Sales Tool”** ©

Go from what you think you know to actual knowledge by separating fact from fiction. What do *YOU* need to know about the deal?

The Redzone Sales Tool and our World Class Coaching Program gives you the ability to structure every customer interaction and capture key ‘answers. To be prepared like never before.

- ◆ Prioritize next key actions
- ◆ Ability to quickly understand where you stand
 - Relative to their expectations
 - Relative to the competition
- ◆ Game Plan to Win
- ◆ Ability to collaborate anytime/anywhere with anyone
- ◆ Provide Your Management with updates quickly, succinctly and consistently
 - Game Plan next key actions
 - Apply the right resources to the right opportunity
 - Anatomy of a win
 - Anatomy of a loss

TimKubiak.com/Win



Want to Win More Business?
Accelerate Game Changing Wins?
Compete Harder than you ever had before on “Game Changing” sales opportunities?
And Know when to Exit the Time wasters that won’t lead to business?
Join hundreds of other top sales professionals in our results oriented Opportunity Management program.