



Reframe:

When we last met, I mentioned to you we are the Human and Organizational Performance Company and we help our clients take control of the sales process. We've done this for Xerox Connect, where we helped sales grow over 300%. We decided to get together today to discuss your needs. I have thought a lot about you in preparation for this meeting and if it is alright with you I'd like to proceed as follows:

1. I want to find out about your current status quo
2. I'd like to understand what your Vision is for your Sales Team and Sales Process
3. I'd like to understand your decision making process here
4. I'd like to look at any Problems that may exist
5. Next, I'd like to give you an opportunity to discuss what all that means to you and what you plan to do about it
6. Last, we can look at whether it makes sense to get back together for me to show you what solutions we have.

Does that all sound okay?

FACTS Questions:

1. How many sales people do you have?
2. What current training do you provide for your sales people?
3. How often do you have sales meeting?
 - a. How long does it last?
 - b. What do you do during sales meeting?
 - c. How valuable to you is it?
 - d. What do you feel is the sales people's attitude coming out of it?
 - e. How much time do you spend preparing for it?
 - f. On a scale of 1-10, how would your sales people rate sales meeting? You?
4. Where are your sales people located?
5. How many times per week do each of your sales people:
 - a. Attempt to make a 1st contact with a lead or suspect?
 - b. Actually make contact and give them their "elevator speech?"
 - c. What % of the time do those elevator speeches win them an appointment?
6. How many times per month do each of your sales people:
 - a. Conduct meetings with prospects to learn their needs?
 - b. Conduct meetings with prospects to ask for the sale?
 - c. Close a sale?
 - d. Meet with clients to strengthen relationships, collect proofs and referrals?
7. What is your average deal size?
8. What % of your deals do you win or lose?
9. How knowledgeable are your sales people about:
 - a. Your Features
 - b. Your Advantages
 - c. Your Benefits
 - d. Your Sales Process
 - e. Sales skills in general?



10. How do you compensate your sales people?
11. What is your constraint in the business?
12. What would an extra 20% in sales growth mean to your firm?
13. What are you looking for in meeting with me?

1. Feature Hypothesis- Process not well understood, not standardized, not formalized, not measured, not instantiated

Feature - Griffin Hill is the State of the Art in Sales

Advantage – Having us on your team puts the odds of success in your favor

Benefit – Peace of mind

Proof

4 Questions to prove feature hypothesis

1. How well do you understand what your sales people are doing and whether it is good or bad?
2. What type of common language do you have to talk about sales? How have you formalized and memorialized this? Is it instantiated (smaller word)?
3. How do you measure cohesion in your sales culture? Or Tell me about your sales culture?
- 4.

2. Feature Hypothesis- None of their metrics are around advancing the sale

Feature – GH understands and empowers you to understand what happens *within* the sales process

Advantage – You can't understand, address or improve what you can't see

Benefit – Pain relief, Increase sales

Proof

4 Questions to prove feature hypothesis

1. How do you define the sales process?
2. What do you measure within the sales process?
3. What are your common metrics for sales (does everyone agree on what a first down is)?
4. How do you differentiate between productivity, proficiency and performance?
5. What are your conversion rates relating to steps in the sales process?

3. Feature Hypothesis- Sales people don't know how or when to offer benefits. Sales people often confuse benefits with advantages or features.

Feature – GH teaches sales people to effectively understand and communicate benefits

Advantage – Buyers buy benefits and salespeople generally don't know how to offer benefits

Benefit – increased margin, increased sales

Proof – IntegraCore increased its margin 13% in an established commodity business after using GH

4 Questions to prove feature hypothesis

1. How knowledgeable are your sales people (about sales process in general and FABP) redundant with 9
2. How skilled are your sales people in:
 - a. operating the sales process/function
 - b. motivating a client to “progressive positioning” – advancing your position with them
3. What abilities to your sales people have with discovering prospects needs and wants and what items will preside in their decision making?



4. What abilities do your sales people have around communicating benefits?

4. Feature Hypothesis- Sales Managers don't know how to Lead and Manage Sales or to create Sales Processes or Plays

Feature

Advantage

Benefit – Shorter sales cycle, increase closes, increase deal size, rapid, significant and sustainable revenue results

Proof

4 Questions to prove feature hypothesis

- 1.
- 2.
- 3.
- 4.

Vision

Where would you like to see yourself 3 years from now?

Where could this business go if you were firmly in control of the sales process?

What do you like most about your current situation?

What would you like to change?

Decision

What is the decision making process in your firm?

What is your budget for this project?

Problems

What are the 3-5 biggest challenges facing you today?

- 1.
- 2.
- 3.

What are the 3 biggest barriers to achieving your vision?

- 1.
- 2.
- 3.

If you could have 1 breakthrough, what would it be?

- 1.

What is the DELTA or GAP?

What does that tell you or mean to you?

Needs Audit

GRIFFIN HILL



What alternatives are available to you?

What timeframe do you intend to do something with this problem?

SNE

Based on what you've told me, I feel confident we can have a significant impact upon your firm. I think you will be excited about what type of solutions I can offer. I'd like to get back together with you and I can show you how I can benefit your firm and then I'll show you how I will do that. Would you be able to meet

_____.