



# #7.1 TEAM SELLING FOR **IMPACT** CONT'D

Selling in teams is more complex than selling alone, and because there are more smart people in the room, more bad habits emerge. The purpose of the Team Selling for Impact Sales Tool is to help sales teams develop the critical skills and disciplines required for high-performance team selling, such that our teams create complete separation between themselves and everyone else who is in front of their prospects and clients.

## PREPARATION

The Process Leader leads all preparation for Team Selling

PROCESS LEADER: \_\_\_\_\_

Goal: \_\_\_\_\_

Success: \_\_\_\_\_

Questions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Stories: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Objections: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3 Clear Points: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Visual Impact: \_\_\_\_\_

Endorsement(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Purpose/Benefit/Check: \_\_\_\_\_

PERSPECTIVE LEADER(S): \_\_\_\_\_

Business Objectives: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Impact Questions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Stories: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Examples/Metaphors/Analogies: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Market/Climate: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Endorsement(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Once this is written down, walk your team through all of the elements above, and share supporting Sales Tools with them. (Agenda, Stakeholder Map, Walk & Talk, Questions, Objections Matrix, Competitive Talking Points, The Perfect Sales Meeting Checklist, Visual Impact)

Finally, practice. Practice your endorsements, pivots, handoffs, stories, and objection handling, and run through the timing of any visual impact you will use.