

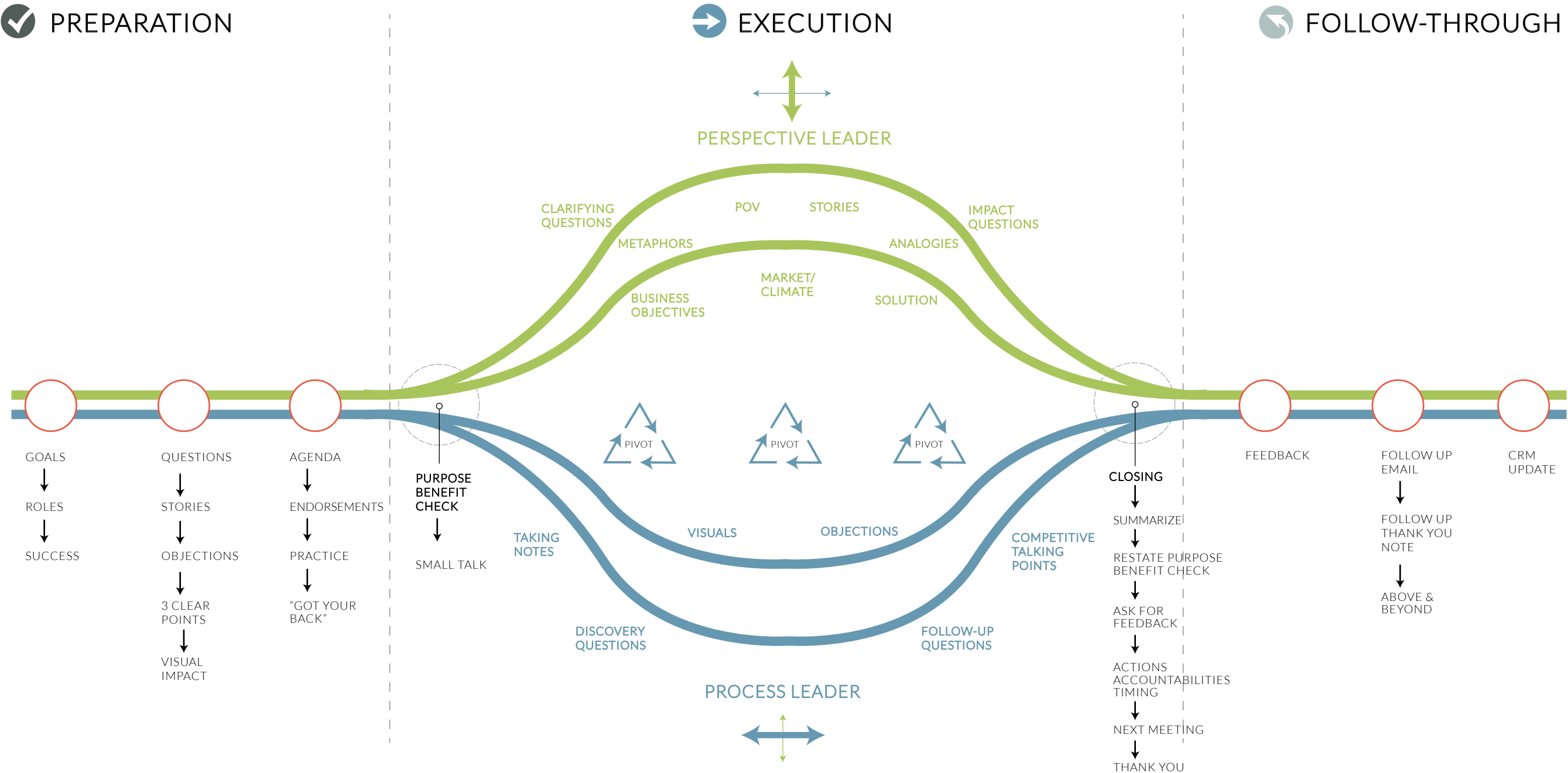
# TEAM FOR IMPACT

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

## EXECUTION

## FOLLOW-THROUGH



**1**

**SURPRISE WITH LESS**

**2**

**INTROS ARE ENDORSEMENTS**

**3**

**HANDOFFS ARE CLEAN**

## RULES OF ENGAGEMENT

**4**

**NO PILING ON**

**5**

**FEEDBACK IS IMMEDIATE**

**6**

**BOLDNESS & HUMILITY**



# TEAM FOR **IMPACT** CONT'D

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## 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: \_\_\_\_\_

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.

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

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

POV: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_