

	1-Prospect Qualify	2-Qualify Value Discovery	3-Propose and Present	4-Negotiation/Close
Step	<ul style="list-style-type: none"> <li>Prepare for and contact ideal prospect</li> <li>Qualify and obtain first meeting</li> <li>Market to ideal prospect so they contact you</li> </ul>	Establish mutual interest and understand: <ul style="list-style-type: none"> <li>business problems,</li> <li>current environment</li> <li>decision process</li> <li>compelling event</li> </ul>	Provide formal proposal or solution demonstrating value and differences to what they care about	Negotiate and agree on pricing and terms
	1-Prospect Qualify B.A.N.T.	2-Value Discovery B.A.N.T.	3-Propose Present	4-Negotiation/Close
Objectives	<ul style="list-style-type: none"> <li>Establish call objectives</li> <li>Assess propensity to buy, incl. budget, financial condition, timing</li> <li>Identify compelling event</li> </ul>	<ul style="list-style-type: none"> <li>Confirm ABC Co. fit/Mutual Value</li> <li>Determine technical fit</li> <li>Identify compelling event</li> <li>Define decision process</li> <li>Meet with key contacts</li> <li>Identify key contacts</li> <li>Identify key business drivers &amp; pain points</li> <li>Name business problem we can solve</li> <li>Identify competition</li> </ul>	<ul style="list-style-type: none"> <li>Deliver proposal, incl. solution, pricing, T&amp;C's, differentiators &amp; ROI</li> <li>Contract T's &amp; C's-</li> <li>Test, if requested</li> <li>Provide references</li> </ul>	<ul style="list-style-type: none"> <li>Language of contract, T's &amp; C's</li> <li>Agree on &amp; pricing</li> </ul>
	1-Prospect Qualify	2-Value Discovery	3-Propose/Present	4-Negotiation/Close
Skills	<ul style="list-style-type: none"> <li>Access to Power</li> <li>S.PRI.N.G. Dialogue</li> <li>DiSC</li> <li>Objection Handling</li> </ul>	<ul style="list-style-type: none"> <li>Selling Strategically</li> <li>Team Selling</li> <li>S.PRI.N.G. Dialogue</li> <li>Closing</li> </ul>	<ul style="list-style-type: none"> <li>R.E.A.L. Presentations</li> <li>Negotiations</li> </ul>	<ul style="list-style-type: none"> <li>Negotiations</li> <li>Objection Handling</li> <li>Closing</li> </ul>
	1-Prospect/Qualify	2-Value Discovery	3-Propose & Present	4-Negotiation/Close
Tools	<ul style="list-style-type: none"> <li>Pre-Call Analysis Checklist</li> <li>S.PRI.N.G. Dialogue</li> </ul>	<ul style="list-style-type: none"> <li>Discovery Document</li> <li>Letter of Understanding</li> <li>Problem/Solution Matrix</li> </ul>	<ul style="list-style-type: none"> <li>Pricing Guide</li> <li>Proposal Template</li> <li>Objection Handling Guide</li> </ul>	<ul style="list-style-type: none"> <li>Contract</li> <li>Best Practices Form</li> </ul>
Forecast	10%	25%	50%	90%
Roles	Person A does this	Person B does this	Person C does this	Person D does this