

Winning The Big deal

One of the major challenges facing small entrepreneurial businesses is their ability to sell their products/solutions to large enterprises. Experience indicates that small businesses, unless they have a clear 10x unique advantage over their larger competitors, find it difficult to navigate the protracted multi-layered decision making process on the buying side. Analysis of loss reports frequently indicates common errors such as:

- Failing to identify all of the key Issues and Concerns of the entire decision making team;
- Neglecting to accurately assess its positioning relative to other competitors;
- Reluctance to influence the buying criteria so as to value strengths and neutralize weaknesses;
- Reliance on an inside champions' ability to influence the buying decision in its favour.

“Winning the Big Deal” program was created to empower enterprise sales professionals to eliminate these common errors as early as possible in the sales cycle and focusing on sales activities that would result in influencing the decision making process in its favour. The methodology utilized involves a facilitated analysis session with the entire sales team led by a Sales Effectiveness expert and results in an accurate mapping of the decision making process, the competitive positioning and the ultimate win scenario. The sessions are focused on current sales campaigns in the post qualification phases of the sales cycle. Each session results in specific sales related

actions that are designed to improve and advance the sellers odds of “Winning the Big Deal”.