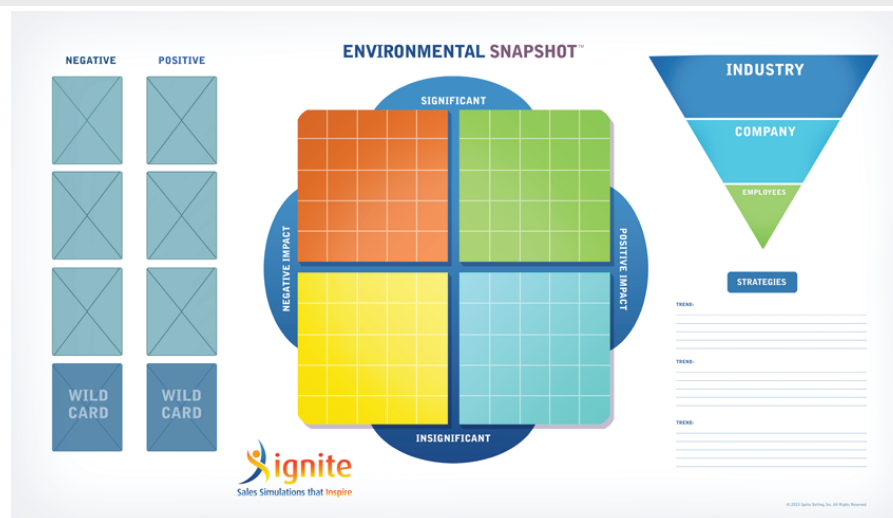


- 1 Does your sales team know which market trends are having the greatest impact on their prospects or customer and how it will affect their sales efforts?
- 2 What new strategies have your sales reps developed to leverage or combat the trends impacting their accounts?
- 3 Would your sales teams know what responsibility has been taken by stakeholders to help their company take advantage of or fight the trends in the market?



Environmental Snapshot™ is a tool that will help your salespeople understand and analyze the trends in your customer's industry and how they affect your customer, specifically the executives inside your customer's organization. The mapping process will give salespeople an ability to anticipate unique challenges and prepare themselves to address needs that the competitors may not have considered. The tool enhances their understanding of the market trends and the way it impacts the customers. More importantly, these insights provide support a sales reps can use in helping their customer make the right buying decision.



Learning Outcomes

With the Environmental Snapshot™ your salespeople will be able to:

- Identify major trends currently impacting the market
- Analyze whether the trend significantly or insignificantly affects their customer
- Determine if the specific trend will negatively or positively impact their customer decision process
- Recognize who within your client organization is mostly affected by the major trends
- Develop strategies to help your key influencers combat or leverage the significant trend