

- 1 Do your salespeople know how to best leverage their real advocates in their accounts?
- 2 What assumptions might your salespeople be making when it comes to effectively identifying and leveraging the key influencers in their accounts?
- 3 Do your salespeople know who their competition is speaking to that they're not? What are they doing about it?

Influencer Snapshot® is a tool that will challenge your salespeople's conventional thinking and common assumptions. The mapping process will give salespeople a reasonably clear and accurate picture of the key influencers and their importance in a decision-making process, then help them develop a proactive strategy to drive the sales opportunity in their favor.



Learning Objectives

With the Influencer Snapshot®, your salespeople will be able to:

- Clearly articulate how to define an advocate and adversary, and delineate the level of influence held by key individuals inside each prospective account.
- Assess the individual influencers around specific opportunity and understand their role in the decision.
- Develop appropriate strategies to leverage advocates and minimize the impact of adversaries.
- Gain a competitive advantage by gaining insight into the neutral middle zone and learning to convert a "neutral" into an advocate.

Process

