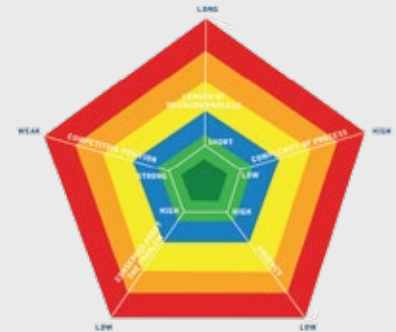




- 1 Are your salespeople able to articulate the complexity of the decision process and develop a plan to drive mutual value?
- 2 Do your salespeople know the driving factors that can increase the sense of urgency in their prospect to take action?
- 3 Are your salespeople able to identify influencers and create a consensus for a customer to take action?

Situational Snapshot® is a tool that will help your salespeople understand the various critical factors affecting your customers' purchase decisions. The mapping process gives salespeople a clear picture of five critical factors that help them understand complexities that they need to address to make a decisive sale, and recognize key factors involved in shortening the sales cycle.



Learning Objectives

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

- Assess a new opportunity in five areas: Urgency to Change, Length of the Decision Process, Complexity of the Decision Process, Competitive Position, and Consensus about the Problem.
- Analyze the complete situation and determine likelihood of succeeding and identify probable avenues for improving chances of success.
- Create a plan of action or strategy to make the changes necessary to improve chances of success.

Process

