

SALES STAGES

WHY CHANGE?



SUSPECT
(0%)

You “suspect” that there will be an opportunity

- Customer is engaged in dialogue
- \$0 forecasted amount
- “Teach” – be a Challenger



DISCOVERY
(10%)

Verified opportunity: plan/timing understood

- Business issue understood
- Consequence of inaction understood
- Prioritization understood
- Access to power/ funds understood
- Business case understood (can we win?)
- Estimate deal amount
- Scheduled next step

2-4 weeks

WHY US?

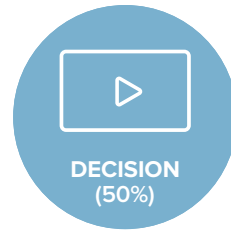


CONFIRM
(25%)

Evaluation criteria: documented and understood

- Document and articulate differentiators
- Why are we the best partner for XYZ Corp?
- Agreement from customer on differentiators
- “Tailor” – be a Challenger
- High-level pricing provided
- Present Engagement Plan
- Scheduled next step

1-2 weeks



DECISION
(50%)

We’re a finalist (1 of 3 or fewer)

- Real timetable (compelling event confirmed within quarter)
- Right access to power
- Real money
- Formal proposal presented
- Yes or No pending
- “Take Control” – be a Challenger, manage the process
- Scheduled next step

2-4 weeks

WHY NOW?



SELECTION
(75%)

Verbal selection of us

- Pricing finalized and agreed upon
- Only thing remaining is paperwork
- Contract ready – finance approved; contract sent to client
- Mutually agreed upon final steps
- Scheduled next step

2-4 weeks



SIGNATURES
(90%)

Verbal agreement on pricing and Ts/Cs: negotiations complete

- Redlines provided by customer and returned by us
- No outstanding legal issues
- Scheduled next step

1-2 weeks



CLOSED

Received signed contracts

- Waiting for internal closure

Qualified Pipeline