

GrowBIG: Sales Analysis and Integration Map

Aligning your organization to sell more, sell faster and deepen relationships

<p>COMPANY-LEVEL POSITIONING 1.6</p> <ol style="list-style-type: none"> 1 2 3 <ul style="list-style-type: none"> • Capture your 3 unique positioning elements as a company in this box. Is this positioning truly unique? • Do we need positioning statements for separate parts of the business, like LOBs or important products? • Can our people articulate our unique positioning and talk through proof points and stories? 						
<p>BROAD MARKET OPPORTUNITIES</p> <p>BROAD MARKET 2.1 2.2</p> <ul style="list-style-type: none"> • What opportunities should we focus on in the coming months and years? • Should we define these by LOB or product areas? • What market opportunities should we cede to others? 	<p>TARGET LIST</p> <p>TARGET LIST 2.1 2.2</p> <ul style="list-style-type: none"> • What common themes (variables) have led to success in the past? • What leading indicators will likely correlate to disproportionate success in the future? • Using these indicators, what companies should we target? • What role is the best entry point at each of these companies? • Who specifically is tasked to get into each of these companies? • Map specific target names to specific people's Protomoi List 	<p>LEAD GENERATION</p> <p>DIRECT 2.1 2.2</p> <ul style="list-style-type: none"> • How can we directly meet the companies on our target list? • Are we Networking/weaving in the same circles as our Target List companies? • Define the groups you should focus on here. • Should we outsource or insource portions of our lead generation? <p>SOCIAL SALES ENGINE 1.4</p> <ul style="list-style-type: none"> • How can we best use social media? What's our goal? • Are we leveraging social media to generate leads? • Are we being provocative at the company and personal level? <p>REFERRALS 2.4</p> <ul style="list-style-type: none"> • Should we ask or require that our people ask for referrals? At what intervals? • How can we track and reinforce this? • How can we better leverage our Trusted Advisor and Raving Fan relationships? 	<p>GTGs AND PSEs</p> <p>DEMAND CREATION 1.5</p> <ul style="list-style-type: none"> • What Give-to-Gets do we need to build to create demand? Capture your most-important GTGs here. • What GTGs do we already have that we should better leverage? • Do we have GTGs for every major "tip of the spear" we have? • Are our GTGs balanced across all Thinking Styles? • Do our people appropriately use GTGs? • Do our people "think backwards" with GTGs and know how each will lead to a PSE? • How can we build the "perfect Paid Selling Efforts" that lead to Big Projects? 	<p>LAND & EXPAND</p> <p>ACCOUNT PLANNING 1.11 2.5</p> <ul style="list-style-type: none"> • How can we improve our Account Planning and Execution Process? • How can we stop any client attrition or "non buying" we have? • How can we expand out of our existing "comfort zone" within an account? <p>RAVING FANS 1.4</p> <ul style="list-style-type: none"> • Capture your most important elements of creating Raving Fans here. • How can we develop more Raving Fans? • How can we speed up the process? • If we had to pick one of the 7 steps in the Path to Raving Fan to focus on improving, which would it be? <p>SALESPERSON ALIGNMENT 1.2</p> <ul style="list-style-type: none"> • Where can we better align our talent with our customers in Account Management or Delivery? • How can we better map Account Manager thinking styles with client thinking styles? 		
<p>STRATEGY 3.1</p> <ul style="list-style-type: none"> • Do we have a clear strategic plan as a leadership team? • Is our team working together as seamlessly as possible? • Do people understand the "why" behind what they are doing? • What are the next things for us to focus on with regards to our strategic plan? 		<p>EXECUTION 3.2</p> <ul style="list-style-type: none"> • Do we have an efficient process for execution? • Do we have the right meeting cadence and agenda? • Are people having fun and enjoying our growth? • Do we quickly find gaps and overlaps and adjust? • Is it clear who is doing what by when? • How can we better celebrate our success as a company? 		<p>BEHAVIORS AND INCENTIVES 3.3</p> <ul style="list-style-type: none"> • Do we know what behaviors we're looking to build or diminish? • Do all our leaders emphasize R+s and R-s for each? • Determine what is needed to be done in this box. • Are our incentives aligned with our goals? Paid incentives? Unpaid and recognition? • What is the next element to change? 		<p>TALENT AND COACHING 3.4</p> <ul style="list-style-type: none"> • How would we grade our talent overall? • Where are the biggest gaps? • What team-wide skills do we need? • What should we focus on next for each individual? • How can we match the right experts with each individual's needs? • How can we better prepare our managers to coach?
<p>LAGGING INDICATORS 3.1 3.2</p> <ul style="list-style-type: none"> • What are the best measures of our past success? • Are these measures embedded in our corporate and personal goals? • How can we create a dashboard to monitor our success? • What are the most important behavioral elements we can measure? • Do you need to build or change any CRM reports? • What lagging-indicator metrics should we measure on our dashboard? • How often should we review this data? 		<p>LEADING INDICATORS 3.1 3.2</p> <ul style="list-style-type: none"> • What are our best leading indicators for future sales (in the long- and medium-term)? • How can we better measure and reinforce Raving Fan relationships? • How can we better measure and reinforce GTGs? • How can we better measure and reinforce the sales pipeline? • Do these elements need to be added to our CRM? • What leading-indicator metrics should we measure on our dashboard? • How often should we review this data? 				
<p>SALES PROCESS AND RITUALS 1.1 1.3 1.6 1.7 1.8 1.10 1.12 2.3</p> <ul style="list-style-type: none"> • What is the company-specific sales process that best fits us? • Is it clear what needs to be done at each step to get to the next? • How can our people better execute the process? • Where are the current most-important process gaps to improve? • What objections can we better prepare for across the team? • How can we better manage our pricing? • What Rituals do we need to use? • How can we better "self reinforce" the right Rituals for growth? • How can we better leverage our Asset Lists across our entire team? 						

SALES LEADERSHIP

DASHBOARD

PROCESS