DEAL STRATEGY CHECKLIST

SALES

What is the organizations **Critical Business Issue**?

What is the **main goal/strategy** for the company in the coming year?

And what about you? What's your critical business issue as the [insert role]?

What **impact** is that having on you?

How is that **impacting** [insert service you're talking about]

List / Plan your own **strategic deficit questions** unique to this deal

What are the **top 5 things** that are most important to you?

Help me understand what you mean by that? OR How do you **define that**?

Why is that **important to you**?

What would that do for you **personally**?

If I can show you how we can achieve those results, **would we be your partner**?

Fast Forward - Let's assume we've done that, then what? Is there anything else?

DON'T FORGET

IF IT HASN'T COME UP YET, TO TALK PRICE EXPECTATIONS AND STAKEHOLDER MANAGEMENT.

SUNATION ENERGY

THE CONSTANCE GROUP

LESS CORPORATE MORE HUMAN