DEAL STRATEGY CHECKLIST

SALES

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

What is the **primary 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.