VENATRUST®

DEAL STRATEGY CHECKLIST SALES

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

And what about you? What is your critical business issue as the [insert roll]?

How is that **impacting?** [Insert service you are talking about]

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

Why is that **important to you?**

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

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

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

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

Help me understand what you mean by that? Or how do you **define that?**

What would that do for you personally?

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

DON'T FORGET

IF IT HAS NOT COME UP YET, TALK PRICE EXPECTATIONS AND STAKEHOLDER MANAGEMENT.