

DECISION

INTRO TO THE DECISION PHASE

THE DECISION PHASE

- **Here's why the decision phase is important:**
 - Situation where prospect tells you to think it over
 - Find out the person who you've been talking to can't even buy what you have **EVEN IF HE WANTED TO!**
 - We're going to figure out the decision making process for an individual or a company. No guessing, getting to the truth as quickly as possible

THE DECISION PHASE

- **How do you know you can enter the decision making process:**
 - You set the right expectations at the beginning of the conversation
 - You have REAL pain
 - You have a budget
 - Summarize PAIN and Budget then just transition to what the decision making process is
 - if we can do this, what would be the next step for you

THE DECISION PHASE

- **When asking for how they make decisions, never believe them on the first answer**
- Prospects always lie
- They might have to talk to their wife, kids, etc
- May have to get approval from the CEO

THE DECISION PHASE

- **Another technique to ask for decision making process**
- Let's say we go through with this, what's that going to look like
 - Will I mainly be talking to you
 - Is it just you who's going to give me feedback

THE DECISION PHASE

- Who else do you think we should involve here?
- Do you think this will effect anyone else at the company?
- Typically when I work with clients like you, there's a approval process...I was curious to know if you're company has one as well.

Yes, No, & Maybe

- Never walk out with a maybe. I'll think it over
- It's either Yes or No
- If they say maybe, you have to get to the truth of why they can't make a decisions
- But if you have a longer sales cycle where it takes multiple meetings, you just need to check in every meeting things are consistent and its moving in the right direction.
- Don't leave it to chance, uncover the No if it's in there early. Don't waste your time. STAND YOUR GROUND.

DECISION QUALIFIERS

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- **Who** - who makes the decision, what their roles are, direct or indirect influence. Who else is involved there buyer?
- **What** - what is involved in each decision making step
- **When** - when will the decision made
- **Where** - what what level will the decision be made
- **How** - how will the decision be made?
- **Why** - why are decisions made this way?
- Before making a presentation, you must make an agreement that the prospect will make a yes or no decision at the end of the presentation.

INTERNAL CHAMPIONS

Internal Champions

- Some situations, you can't get to all the decision makers so one person is sent to collect all the information
- First do your best to get all the decision makers, if not here's what you do
- At the end of the presentation and the person is ready to go back to his team, ask if with all of this, would you buy my service (get a yes or no)
 - if no it's over
 - if yes, you create this social pressure. he's emotionally invested

Internal Champions

- How to empower the Champion
- Go over hypotheticals and give them all the answers
- He knows better than you would
- Then when they face those situations, they know exactly what to say

Organization Mapping

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- Draw a chart of the entire organization
- Put a check mark in all the different departments that will be effected by this decision
- Who the people in charge in each department are
- Find the person you have the best relationship with
 - write down everything you know about him: social, business, and technical