



You may have qualified well and found your decision maker, but what do you do when that decision maker pulls in a buying committee to help them finalize the plan? You've got to find a way to unite that committee—and not lose sight of priority. Let's explore how.

[Click the first lesson below or Start above to begin.](#)

☰ QUICK REVIEW: QUALIFYING TO DECISION MAKERS

☰ WHAT DOES IT TAKE TO UNITE A COMMITTEE?

☰ UNITING A COMMITTEE: THE GOOD AND THE BAD

☰ SUMMARY

QUICK REVIEW: QUALIFYING TO DECISION MAKERS

As sellers, it's in OUR hands to qualify--our prospect isn't going to do it for us. If we don't take the time to effectively qualify, we'll be the ones trying to make a less-than-ideal situation into a worthwhile sale.

To make sure we're all on the same page about what it means to qualify, [select the best answer to the question below.](#)

Qualifying is ensuring a prospect can _____ the solution and that the prospect will gain _____ from the solution.

- ☐ appreciate; money
- ☐ afford; value
- ☐ understand; growth

SUBMIT



Answer the question above before moving on.

Why do we want to use a litmus test like this?

Because only a high-level decision maker will truly be able to answer these questions.

Let's take a moment to explore why that is.

CONTINUE

When you qualify lower down in an organization, in procurement, can your decision maker at that level answer the litmus test questions?

YOUR DECISION-MAKER

PROCUREMENT



Can they tell you whether the company can afford the solution? Maybe...if the solution is exactly priced to the procurement request. But push at all outside of those boundaries, and your decision maker suddenly doesn't have much decision-making power.

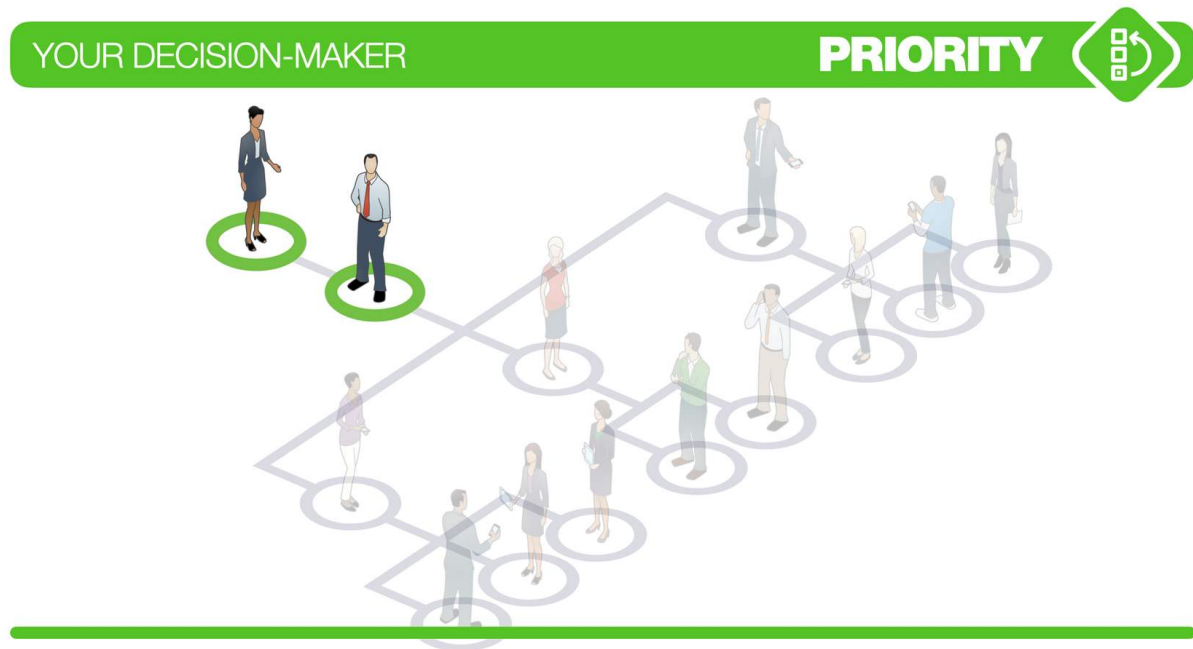
Likewise, can your decision maker tell you if the solution will bring value to the organization? Maybe, in a very limited way. But that decision maker won't have their eyes on the bigger picture and whether the solution you're offering fits within that bigger picture.

On the other hand, when you qualify higher up in the organization, in priority setting, the litmus test questions yield different results.

Can a priority-setting decision maker tell you whether the company can afford the solution?

Definitely. This person has the kind of vantage point in the company that enables them to not only see budgets but MOVE them as needed. That's powerful--and extremely useful.

Likewise, can your decision maker tell you if the solution will bring value to the organization? Yes. This person is looking at the bigger picture and knows how a solution will impact the organization's strategy and objectives.



If your decision maker doesn't have the vantage point to answer your litmus test questions, you haven't yet found the high-level decision maker you need.

You need to go higher. And that's why qualifying matters.

CONTINUE

WHAT DOES IT TAKE TO UNITE A COMMITTEE?

After you've properly qualified and reached your high level decision maker, that doesn't mean you've suddenly reached this magical plain where you only have to work with one person.

What do you need to navigate now?

The buying committee.



Let's begin our exploration of buying committees with a quick podcast from Bryan Gray and Jesse Laffen about the unique challenges of buying committees and what it takes to unite one.

[Click play to listen.](#)



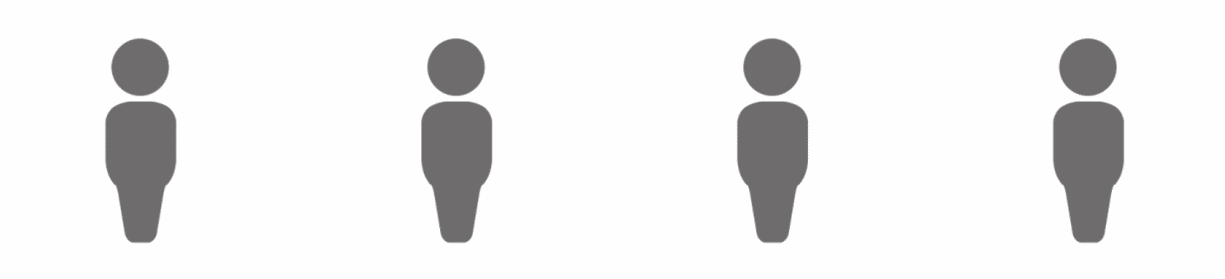
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Listen to the podcast before moving on.

Now, [explore the scenario below](#) to see uniting a buying committee in action.

Imagine this is your buying committee. One of these people is your high level decision maker (HLDM), and the other people are individuals that the HLDM has brought in to help support the decision-making process.

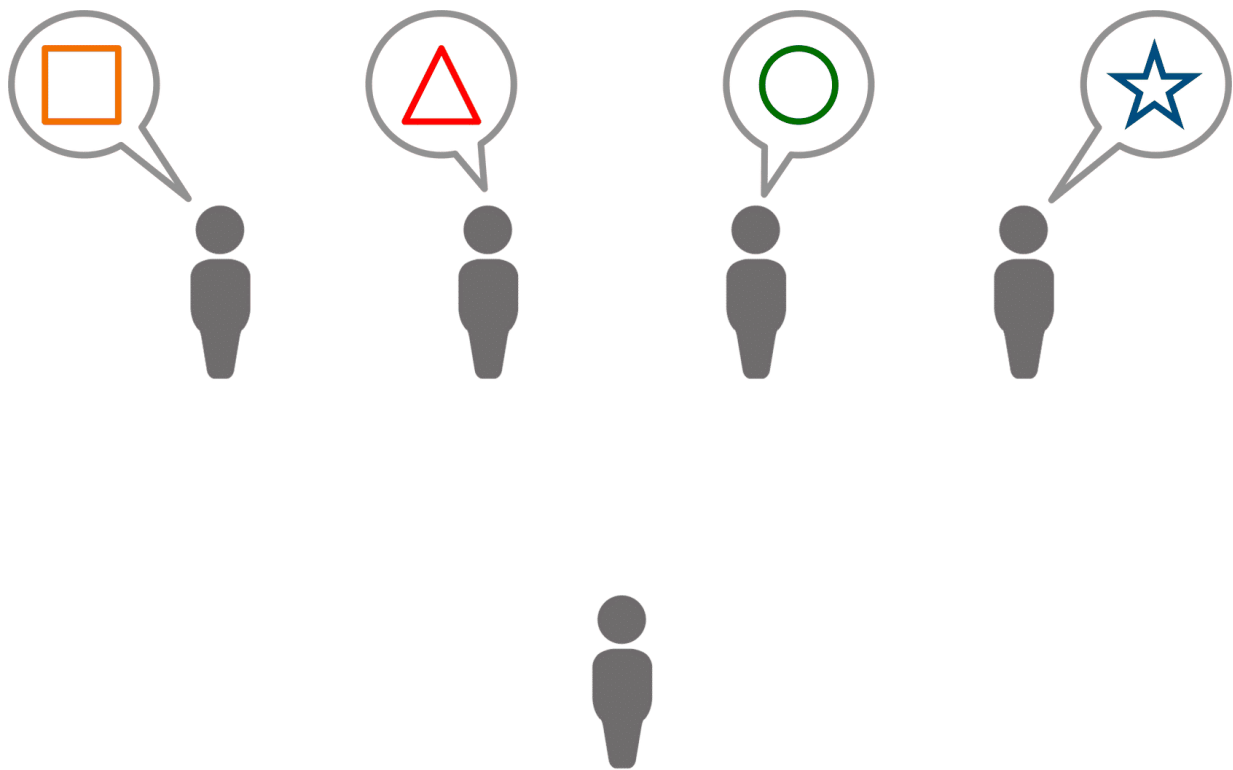


Now, you may never actually get to see everyone in your buying committee at one time, but you ARE responsible for navigating the buying committee dynamic and uniting them around one shared priority--the priority you've established with the HLDM you've worked so hard to reach and meet.

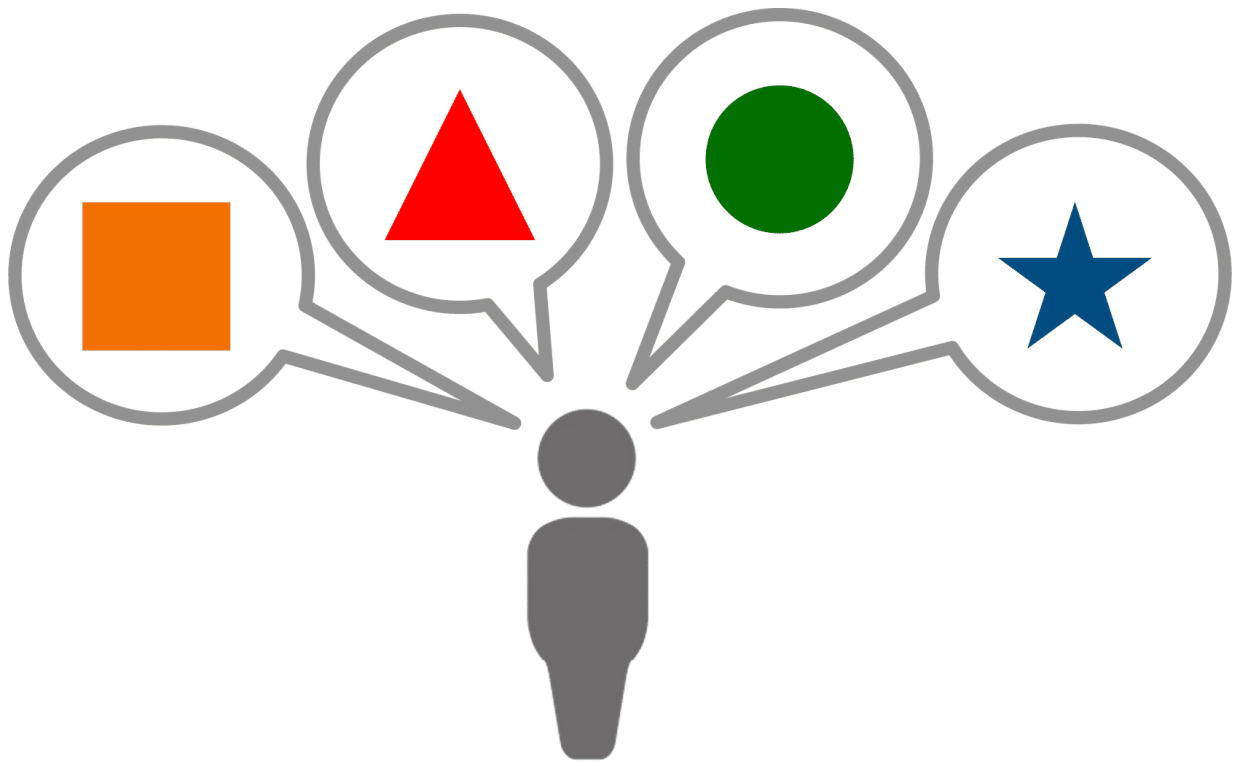
In this scenario, the HLDM is the one with the Orange Square priority.



As you begin interacting with the buying committee, you quickly learn that there are more priorities among the group, in addition to the HLDM's Orange Square.



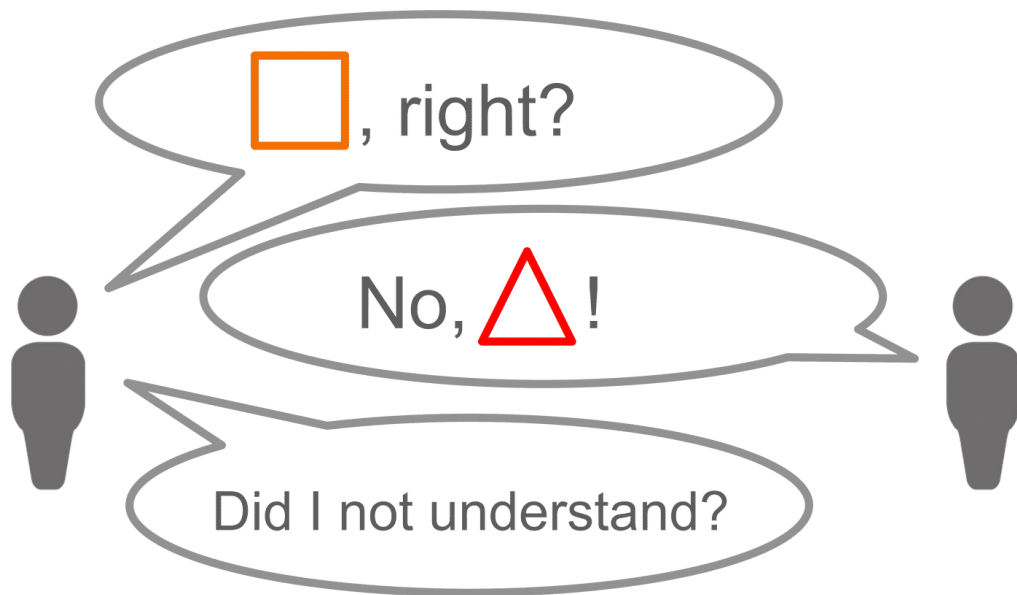
Soon you learn there are also Red Triangle, Green Circle,
and Blue Star sub-priorities.



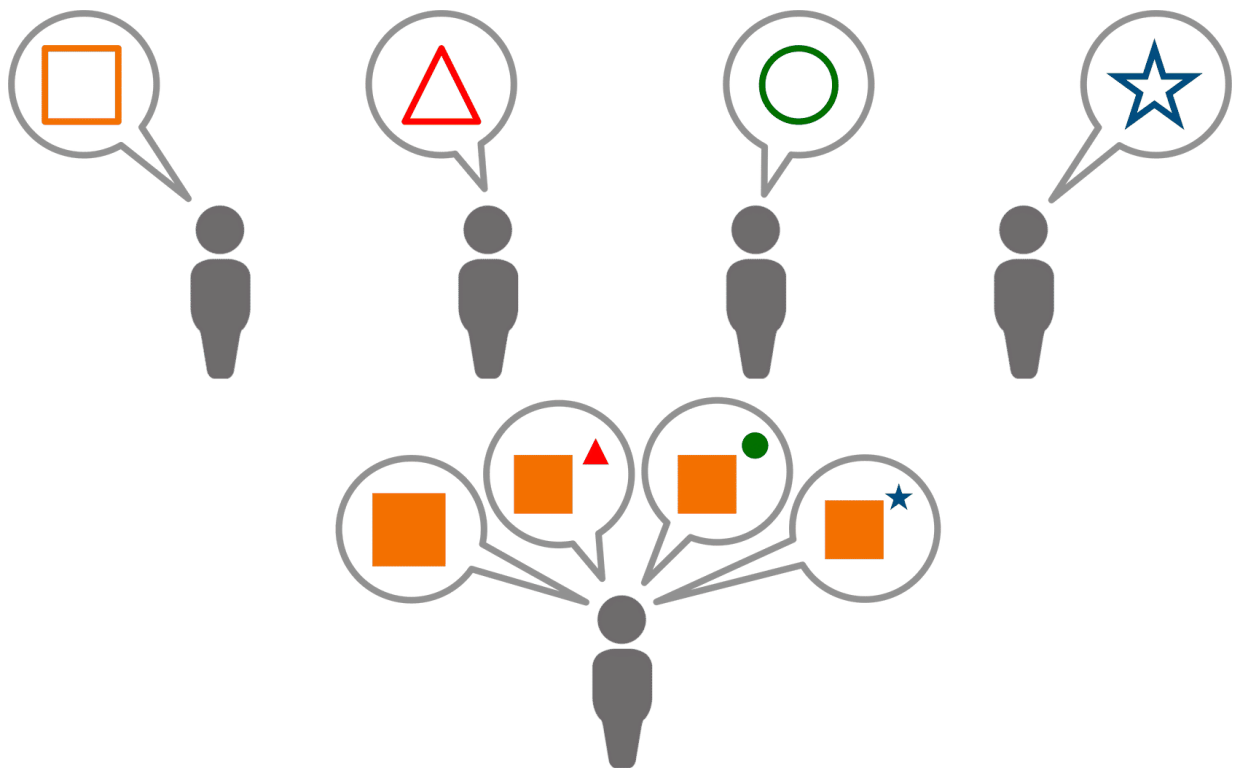
And even though you're not surprised that different people have different priorities, you know you're going to have to do some work to take every idea on board and align this committee.

Because if you don't? You risk not meeting ANY of the priorities raised.

And that's going to lead to an unhappy HLDM who may no longer believe in your value, or a dissatisfied buying committee who will not champion the final solution.



As you work with the committee, your aim is to help them see how their sub-priorities can be satisfied by addressing the overarching priority set by your HLDM. That's the story you need to tell: how Red Triangle, Green Circle, and Blue Star all connect to the main Orange Square solution.



When you do this, you've stayed true to the HLDM's organizational need, AND satisfied the other committee members by making them feel heard and seen.

CONTINUE

UNITING A COMMITTEE: THE GOOD AND THE BAD

To help us conclude today's lesson, let's take a look at two stories, about two different sellers.

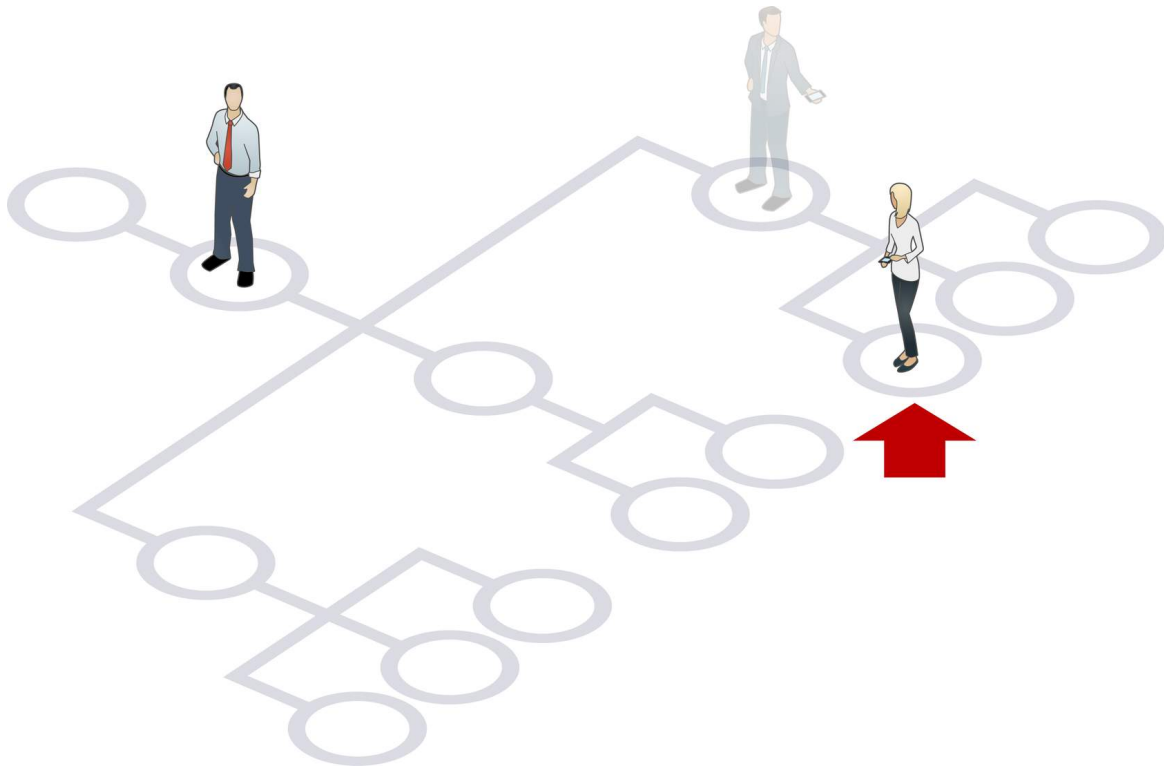
One seller qualified to priority and effectively navigated the buying committee. The other didn't.

[Explore each story below](#), and take note of the key differences in the way each seller approached the situation.

Kacy's Story

Kacy crushed it--but it took some work to make it happen.

1



Kacy entered the sale in the planning phase, but she recognized that her influence was low--and would stay low--unless she did something. She was working with one of the junior members of the buying committee, and although they were helpful, Kacy knew she needed the ear of a higher level decision maker.



In order to grow her coverage, she and the committee member worked together. Kacy helped the committee member with their priority, bringing in other members of the committee at touchpoints along the way.



There came a point when she got into a meeting with the VP of the division. She knew she had one shot. She offered a belief statement that the VP agreed with. She questioned the VP, what were they working on? How did it fit the vision of the organization? She found her top priority.



As other members questioned Kacy about the solution she was selling, she always reassured each member. “Yes,” she said “this solution will help with that while it solves the big priority.”

When committee members met without Kacy, they all agreed that her solution would solve the VP's priority and offer them benefits, as well.

Kacy won the deal--AND she has established a connection with the VP for future opportunities.

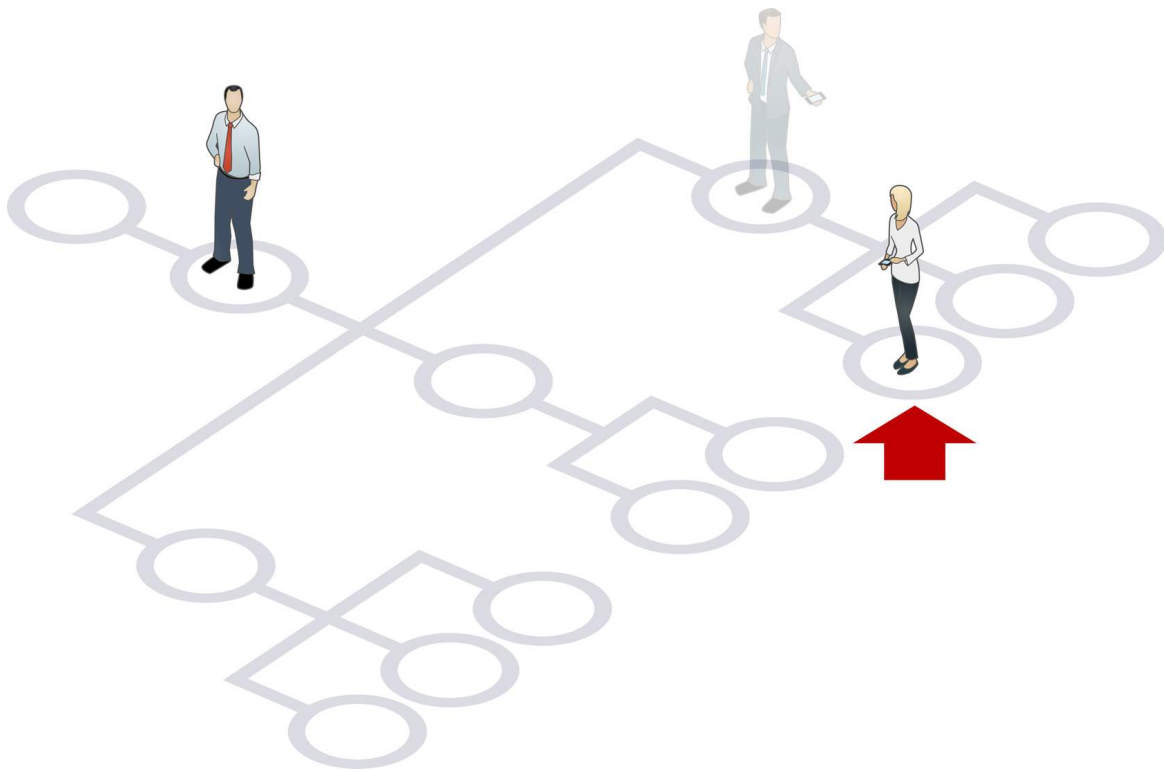


Explore Kacy's story before moving on.

Blaine's Story

Blaine blew it--but his failure wasn't automatic, just like Kacy's win wasn't immediately assured.

1



He entered the sale at the same time as Kacy, selling against her. Blaine relied on his junior contact to find the pain points, but only collected the problems facing this one member of the buying committee.



When other committee members approached him, asking probing questions, Blaine assured each of them that their individual top priorities were the main reason to buy his solution.



And when the VP showed up in a meeting with Blaine, he talked about his solution and all the benefits it offered.

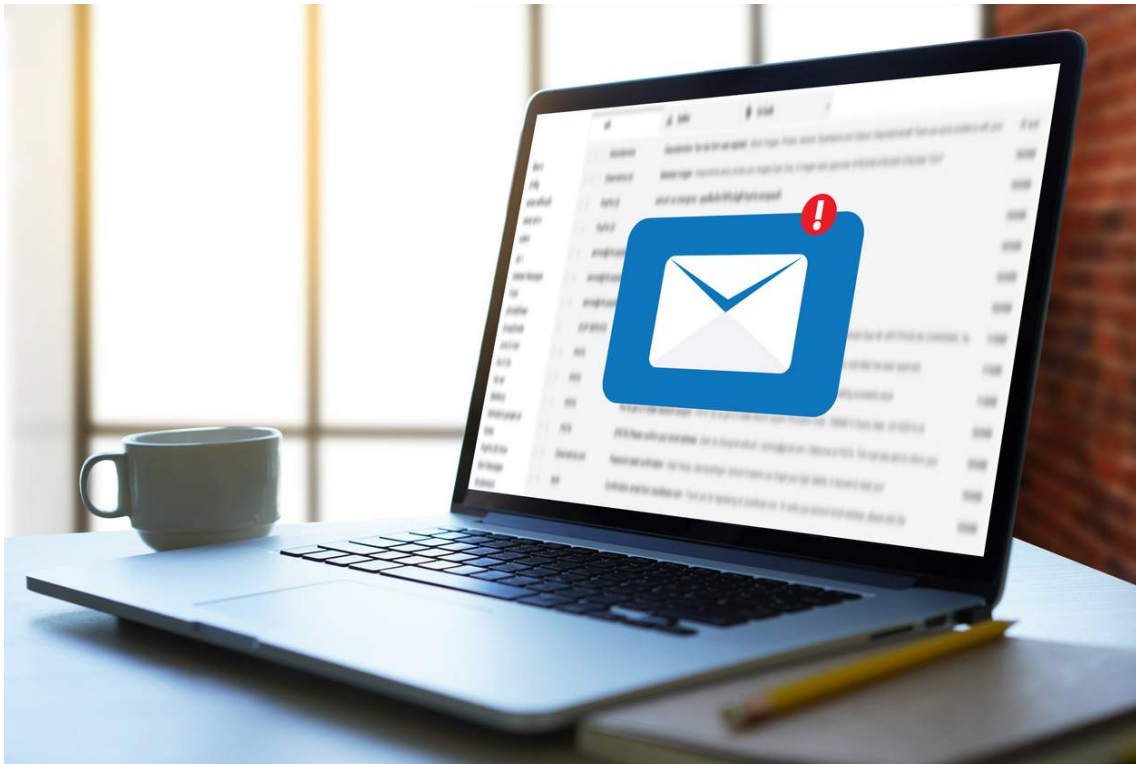


When the committee met behind closed doors to discuss Blaine's solution, there was no consensus.

"Wait, I thought we were doing this to increase safety," one member said.

"Does it do that?" another replied. "I thought it was going to increase productivity."

"Oh, my mistake," said the VP. "This doesn't seem like it's going to help me grow market share."



Then, one member of the committee shut everything down by saying, “I think we need to table this. We’re not on the same page here.”

After the meeting, Blaine’s contact sent an email letting him know that the team needed more time and maybe they’d get in touch with him next quarter.

Blaine lost the sale--and he still hasn't heard from his contact about reopening the opportunity.



Explore Blaine's story before moving on.

SUMMARY

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