

H.A.N.D.L.E. Functions: Navigate



Click the first lesson below or Start above to begin.

≡ INTRODUCTION

≡ WHAT IS IT?

≡ WHAT IT'S NOT

≡ WHY DO I HAVE TO DO IT?

≡ HOW DO I DO IT?

≡ WHAT DOES IT LOOK LIKE?

≡ HOW DO I MEASURE SUCCESS?

≡ SUMMARY

INTRODUCTION

Your prospect is on a journey.

But that journey is much easier with a guide. The Navigating function of The Priority Sale methodology is all about being that guide, and what you need to do to unite a team of decision makers that is growing in size.

In this course, you'll learn:

- How to differentiate navigating from typical pipeline planning
- How to appropriately unite your buying committee
- How to establish a position of leadership with your buying committee

The Navigating function of the H.A.N.D.L.E. methodology is required for success.

CONTINUE

WHAT IS IT?

What is navigating?



You start navigating the sale when you have aligned with the priority of the prospect organization's real decision-maker, your first contact. A useful way to think of this is by saying "We agree on that, now what?"

Navigating is "next steps"

These are steps on the path to purchase. Your role is to lead them, to tell them what is going to happen next. This is why establishing early trust is critical. If you haven't gained trust, you can't be their guide, at least not in a useful way. Directives without trust come off as pushy, so be honest with yourself and only begin the Navigate function if you've really identified a mutual belief.



Navigating is a lot like a canoe...



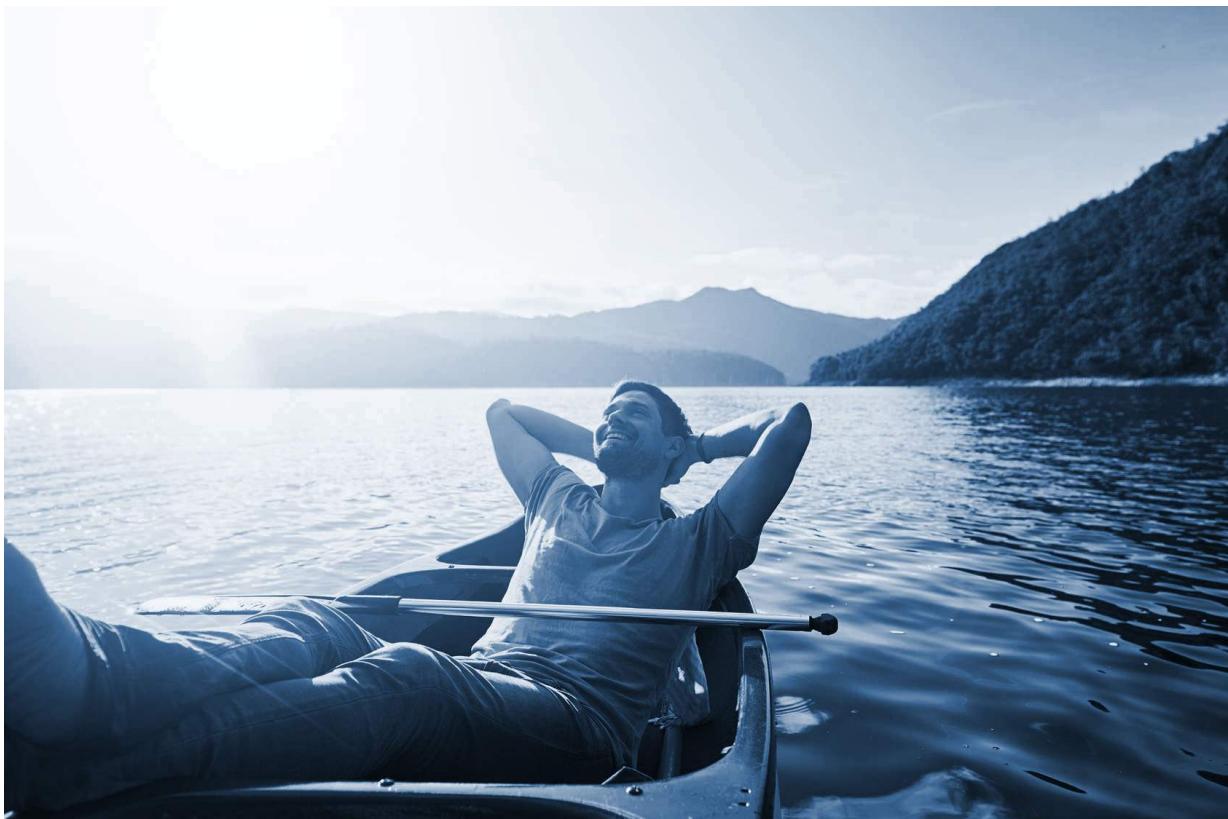
If you've ever paddled a canoe with another person, you know how this works: Both occupants move the boat forward by paddling, but the person in back is also responsible for steering, because of the physics of the shape of the canoe.

The client is in front, generating momentum. You're in the back, responsible for direction and momentum. Together, you'll get there.

[CONTINUE](#)

WHAT IT'S NOT

This isn't a trip down a lazy river.



If you let your prospect drive your sale, it is likely to go nowhere, or at least not the place you want it to go. Too often, salespeople are passengers in this journey, awaiting word from their prospect so as not to "rock the boat."

This leads most often to checking boxes in the CRM, waiting for news. It also results in rushing a proposal in front of the prospect.

If you let the prospect drive, they'll take you nowhere. But it isn't their fault, most don't know where to go. They've got a lot less experience navigating this river than you do.



What's the danger in rushing this process?

Click each hotspot below to see some of the dangers of rushing to a proposal.





Alignment

Even though you may have achieved alignment with your primary contact, there's still a ways to go. The committee is large, and any one member can shut down the purchase with a simple question like "Do we have to do this now?" or "Why can't we wait?"



Details

The buying committee will each have their own priorities, and if they don't feel satisfied that theirs have been met, you're providing them the ammunition they need to pick apart and shut down the conversation with all the details in your proposal.



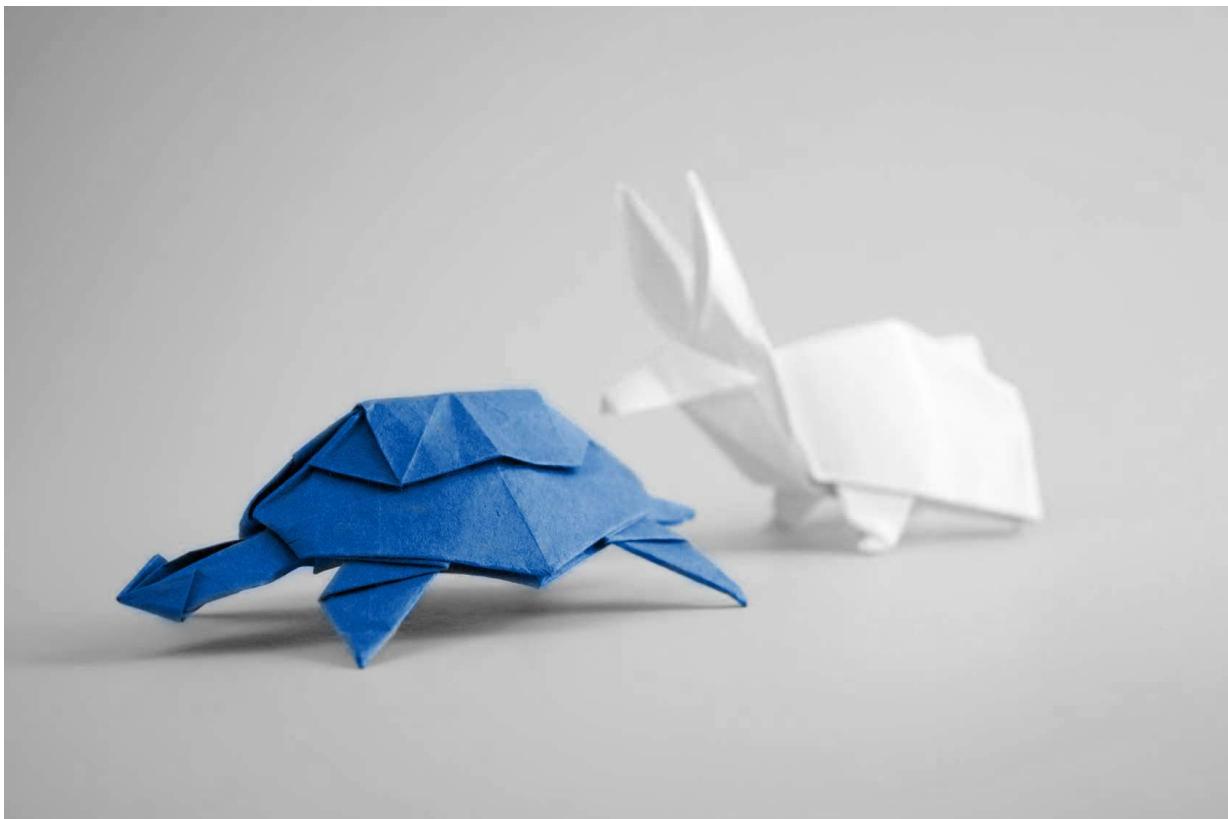
Commoditization

If the committee doesn't see you, and your solution as THE answer to their priority, your proposal is just a template they can use to bring in more "options" and pick a competitor based on price.

[CONTINUE](#)

WHY DO I HAVE TO DO IT?

Slow and steady wins the... deal.



Doing the upfront work to unite the committee ahead of proposal may seem like it's slowing down your deal. Truth is, you may have to accomplish this function very quickly.

Another less-than-ideal situation is having to perform the navigate function alongside the "define" function. If you find yourself doing so, remember, failure to unite the committee severely increases your chances of a long, slow "no."

1

Value

Positioning yourself as the expert. Your prospect will look to, and value you as a trusted "partner."

2

Value

You will win deals at higher margins.

3

Value

You will engage in deals that actually close faster.

Value

You will engage in more deals where competitors are not even brought in or considered.

Value

This will help you establish leadership and credibility with the buying committee.

You are an expert in your solution, and in how to buy it.



Prospects appreciate it when you help them see ahead, to know what's coming and what to do.

Having you as their guide will make them more confident in your solution and make them want to be a stronger champion. You'll build greater trust when you're able to deliver on the things you say early on in the sale.

When someone on the committee objects, your prospect will turn to you for help. When procurement wants to go to bid, they'll help you find reasons to move ahead.

CONTINUE

HOW DO I DO IT?



Pictured: A buying committee member in their natural state, a unique combination of confident and clueless.

Bring the buying committee a process.

Click each hot spot on the path below to learn more about the process.





Own It

Most prospects want you to help them understand the process, and when you bring them one, they'll usually follow it.



Prescriptive

Help them see what will come next. Help guide them to the next action they need to take.



Flexible

Be ready to accommodate. Prescriptive without flexibility becomes "pushy." Steer them gently back to the path.

Fill in the blanks of your roadmap with a good line of questioning.

Flip the cards below for examples of powerful questions to ask your prospect.



?

What are the two or three reasons why this just won't happen? How can we be proactive about these things?



?

Is there a budget for this?
Who can approve it?



Who is going to shut this down and why? What are their competing priorities?

Use the answers to these questions and others to compile your roadmap.

[CONTINUE](#)

WHAT DOES IT LOOK LIKE?

Unify your buying committee around priority.



By the time you have to start navigating the sale with your prospect, you've already been working toward a goal with your primary contact. You're already solving a priority of theirs.

Now is the time to make that singular priority a group one.

Your job is not to satisfy each members' competing priority. It's to help them see that their priority relates to this goal.

Once you've achieved this, the committee will still stray from time to time. Your job, then, is to point them toward the common priority and say "Remember, we're here to solve this."

Let's see how this might work. Let's meet our buying committee.

Our buying committee consists of four colleagues. Their organization is considering a software add-on to their CRM that will boost sales enablement.

Flip each card below to learn more about what matters to each buying committee member.



Meet Thomas. He cares a lot about finding new prospects.



Meet Sarah. She is passionate about cost-savings in procurement.



Meet Mike. He is focused on raising his own commissions.



Meet Priya. She wants to make sure that quoting is accurate and efficient.

[CONTINUE](#)

Connect to their priorities.

It's tempting to address each priority separately, proving to each member how the solution fits their individual goals. This is a mistake because once you've done so, the committee will get in a room together and disagree. For example, if Priya hears all about new prospects from Thomas and all about Mike's personal goals, she won't be on board.

Instead, we must tie each of their individual priorities to a broader one that they share.

Flip each card below to see how you might respond to each buying committee member's priority or concern.



New prospects are an important part of the revenue goal, right? Let's look at how we can achieve that goal while taking the burden off of new prospects, exclusively.



If we spend money on a solution that doesn't help us achieve our revenue goal, that's the ultimate waste, isn't it?



You will play an important role in helping the company achieve its revenue goal, let's look at how a high tide rises all boats.



Accurate scope is critical to the revenue goals we share. Let's look at how a smoother sales process can help.

Be prescriptive. But how?



Offer the right solution.



Tell them what to expect and when.



Stay true to your process.



Bring them back to the common priority when they begin to stray.

CONTINUE

HOW DO I MEASURE SUCCESS?

Have you navigated the sale successfully?



The obstacles between you and your sale can be small, like additional, new buying committee members, or more requests for information. They can also be large, like a committee member objecting to the purchase or new competitors being brought in.

Successful navigation means two things:

1. Encountering fewer obstacles along the way to purchase, from initial contact through closing
 2. Faster resolution to the obstacles that do occur
-

Ask yourself the following questions.

1

How many times were competitors being brought in?

2

How many times were you having to explain the features and benefits of your solution?

3

Were there any surprises? Were there any obstacles that weren't surprising, based on the information you uncovered?

4

How often are you having to explain something to someone new?

CONTINUE

SUMMARY

Congratulations!

You've successfully completed this course.

Your progress has been marked as complete. Please feel free to [close your browser tab](#), or [click any lesson title in the menu](#) to review that course content.

