STRATEGIC SELLING ®
STRATEGIC ANALYSIS

ADEQUACY OF CURRENT POSITION:

EUPHORIA   GREAT   SECURE   COMFORT   OK   CONCERN   DISCOMFORT   WORRY   FEAR   PANIC

Date:	Salesperson's Name:

Account:

Current Volume:	Total Potential Volume:

SINGLE SALES OBJECTIVE

Company/Specific Area	Product/Service/Solution
Sales Revenue/Other Units	Close Date

Competition:

Specify Competitors:

My Position vs. Competition: Only Alternative   Front Runner   Shared   Zero

Place in Sales Funnel: Universe   Above   In   Best Few

Timing for Priorities: Urgent   Active   Work it in   Later

IDEAL CUSTOMER CRITERIA: — Match to Criteria +5 to -5

1.
2.
3.
4.
5.

ROLES	DEGREE OF INFLUENCE	MODE
E = Economic	H = High	G = Growth EK = Even Keel
T = Technical	M = Medium	T = Trouble OC = Overconfident
U = User	L = Low	
C = Coach		

NOTE: Win-Results Statement: a short statement of the personal Win that a Buying Influence attains when important measurable business Results are delivered.

RATING: Rate how well your base is covered with each Buying Influence for this sales objective. Positive = +1 to +5   Negative = -1 to -5

RED FLAG: R   Uncovered Base, New Players/Reorganization, Uncertainty/Lack of Data

STRENGTHS: S   Areas of differentiation; Opportunities to improve your position

BUYING INFLUENCES INVOLVED NAME, TITLE, LOCATION	ROLE	DEGREE OF INFLUENCE	MODE	BUYING INFLUENCE'S KEY WIN - RESULTS WIN-RESULTS STATEMENT	RATING	HOW WELL IS BASE COVERED? EVIDENCE TO SUPPORT YOUR RATING:

SUMMARY OF MY POSITION TODAY	POSSIBLE ACTIONS A GOOD SALES STRATEGY LEVERAGES STRENGTHS AND REDUCES OR ELIMINATES RED FLAGS	BEST ACTION PLAN		
STRENGTHS:		**WHAT:**	**WHO:**	**WHEN:**
RED FLAGS:		**INFORMATION NEEDED:**	**FROM WHOM:**	**WHEN:**

OPPORTUNITY DETAILS

Date:	Salesperson's Name:
Account:	
Current Volume:	Total Potential Volume:

SINGLE SALES OBJECTIVE

Company/Specific Area	Product/Service/Solution
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COMPETITION / SALES FUNNEL

Competitive Alternatives for my Single Sales Objective::

IDEAL CUSTOMER CRITERIA:

Best Customer Traits	Worst Customer Traits

BUYING INFLUENCES INVOLVED NAME, TITLE, LOCATION	ROLE	DEGREE OF INFLUENCE	MODE	PERSONAL WIN	BUSINESS RESULTS

COACH AND EVIDENCE TO SUPPORT 3 COACH CRITERIA

Coach	Evidence

SUMMARY OF MY POSITION TODAY

STRENGTHS:

RED FLAGS:

	Not my strongest area	Looking for best practices	Want to leverage this
Have a solid action plan to move a sale forward			
Understanding the personal goals of each individual			
Getting to the individuals that make the final buying decision			
Managing my Sales Funnel efficiently			

What else are you hoping to learn?