

G/O Digital –Sales Coaching Feedback Form

Sales Rep: Noa Gibson
Manager: David Haar
Date: 10.30.13
Appointments: AZ Strands | Snap Dragon Salon | 15 Drop Ins

G/O Sales Process

Sales Process	How Did You Do?	Coaching Notes
Prospecting	<ul style="list-style-type: none"> • Create Geo/Territory/Vertical Lead Gen Plan • Identify & research targets • Follow-up on Demand Gen leads • Initiate contact with target prospects • Introduce digital marketing, GDMS and create interest 	This was mostly a door-knocking day so I don't think there was a lot of research going into the people we spoke with. As you look ahead to future door knocking, I would try and do some research ahead of time of the businesses you are looking to pop in on. Knowing what their website looks like, what does their digital footprint looks like, etc. will go a long way when getting appointments via door knocking.
Preparation	<ul style="list-style-type: none"> • Research business and current advertising • Prepare questions to ask • Prepare product solution recommendation based on knowledge 	See above feedback. Along those same lines, having your iPad on you is imperative so you can jump online and use that to help with you conversations.
Customer Discovery/ Identify Needs	<ul style="list-style-type: none"> • Explore/uncover: <ul style="list-style-type: none"> ○ Business issue ○ Current state ○ Desired state ○ Key players ○ Competition • ID impact/pain of current situation • Confirm customer decision process • Test Initial Value Prop 	I think you did a good job of asking questions and working towards getting the appointment. We knocked on 15 doors, ran 1 appointment right then and there and set 3. That to me sounds like a pretty productive door knocking session.
Identifying/Recommen ding Solutions	<ul style="list-style-type: none"> • Confirm Customer's Key Requirements • Present discovery findings, best practice recommendations and our Value Prop • Define deal parameters • Uncover & manage objections • Review business impact with Economic buyer 	Because this was a door-knocking day, I would say this question does not really apply.

Proposal	<ul style="list-style-type: none"> • Map solutions to key customers requirements • Bundle "Solution" recommendation (multi-product) <ul style="list-style-type: none"> ○ DC/GL Integrated Solution bundles ○ GL integrated solution bundles • Present solution to decision maker/ economic buyer 	Because this was a door-knocking day, I would say this question does not really apply.
Executing Contract	<ul style="list-style-type: none"> • Configure financial terms, billing, contract terms and revenue split • Negotiate final agreement • Agreement signed • Submit to Deal Quality & Scheduling for approval (DC only) • Initiate Billing 	Because this was a door-knocking day, I would say this question does not really apply.
Onboard (Future)	<ul style="list-style-type: none"> • Sales captures client on-boarding information • On-boarding Call 	Because this was a door-knocking day, I would say this question does not really apply.
Expand Relationship (Future)	<ul style="list-style-type: none"> • Request reference • Cross-sell new opportunities • Awareness of customer activity & satisfaction • Support renewal process+ 	Because this was a door-knocking day, I would say this question does not really apply.

Sales Rep Post-Observation Coaching Questions (fill in rep responses below)

- **What specifically did you feel you did well? What specifically could you improve moving forward?**

What I did well was asking questions about their current marketing campaigns.... What I could have improved upon was asking whom I was speaking with before getting into the purpose of the call.

- **Did you utilize all steps of the sales process? Which could you have spent more time on to make your business conversation more effective?**

I believe I did utilize the sales steps... I could have used some of the questions in the sales process to create need.

- **How many questions did you ask and how did you use the information that was given to you? Any others you would add next time for this type of business?**

I would ask about what the business is currently doing.... I think my questions were good.

- **Could the merchant reiterate the value of G/O Digital? Did you bore the merchant or leave him or her with remaining questions?**

I don't think the merchants could reiterate the value of G/O digital because I asked them questions and told them a little about what it is that we do to sell the appointment not the product.

- **What did the close look like? Was it a hard or a soft close? If you didn't close on the spot, what is the concrete follow up step?**

The close was definitely a hard close as my intentions were to set the appointment.

Coaching Feedback

What the sales rep did well:

We didn't have a lot of meetings set up for the ride-along day so I appreciate you making the best of the day and having a strategy as to where you wanted to do some door knocking.

I think you had the correct presence for door knocking when selling digital products. I'm a big fan of keeping is "smart" casual and that can really help get to the decision maker. The only thing I would add is to make sure you have that iPad in hand.

Opportunities to grow skills:

I would encourage you to definitely make sure you always have a pad of paper, iPad, and a pen when you're out in the field knocking on doors. You had mentioned that your iPad was heavy and clunky but let's be honest. We're talking about a very small piece of technology that's easy to have on you at all times and can go a long way when you're trying to get meetings via door knocking.

Based on our conversation, I would encourage you to keep digging around in the DMS Wiki and make sure you feel confident with all of the products we represent. Knowing the ins-n-outs of: PPC, SEO, Maps/Rep, DealChicken, Simply Gifted, Social, etc. It's imperative that we have a strong knowledge of our products at this point in your time here w/ Gannett.

Please remember that DealChicken is one of the products in your arsenal. As a full G/O Digital RAE, I would ask that you continue to focus your efforts on merchants that can spend money with you on things like PPC, SEO, Social, Maps/Rep, etc. It's ok to put in a DealChicken deal every once in a while but should be your primary prospecting focus.