

G/O Digital –Sales Coaching Feedback Form

Sales Rep: Mike Meadows
Manager: David Haar
Date: 11.01.13
Appointments: Scottsdale Canvas

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 	I know you had a few things lined up for us on this day but some cancellations hit. I'm glad we were able to still get in front of Scottsdale canvas and do the "proverbial" lemons into lemonade involving a rejected DC promo and salvaging things to still get a SG agreement.
Preparation	<ul style="list-style-type: none"> • Research business and current advertising • Prepare questions to ask • Prepare product solution recommendation based on knowledge 	I loved how much you knew about the client and it was funny that you and the owner had meet in the past at an event. Having some knowledge about the client is very important when we sit down with them and do the best we can to understand as many aspects of their business as possible.
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 	This was all done during your initial interview w/ the client so nothing much to add here.
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 	Good job of reiterating what they were looking to do via a DC promo and translating that to a SG promo.

	Economic buyer	
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 	This certainly wasn't something that needed a proposal. Good job keeping it short and sweet and simple to get him on board.
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 	Great handle on how Simply Gifted works! As much as it seems simple, I still do get some questions each week about the specifics of a SG promo. Thank you for being educated early and often regarding the specifics of a SG promo!
Onboard (Future)	<ul style="list-style-type: none"> • Sales captures client on-boarding information • On-boarding Call 	N/A
Expand Relationship (Future)	<ul style="list-style-type: none"> • Request reference • Cross-sell new opportunities • Awareness of customer activity & satisfaction • Support renewal process+ 	We didn't really ask for any referrals and I think that's always a best practice ESPECIALLY when presenting DC and SG. Because no money is changing hands on those types of promos, it's fun to see how many referrals a business can give us. As I'm sure you know, going into another business w/ the blessing of someone else who is a business owner can go a long way!

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?**

Going into the situation with a rejection, my thoughts were to salvage what I could and generate a positive outcome for both the client and G/O. Formulating a plan before the meeting and reviewing it with you before we talked to the customer definitely aided in getting the SG to move forward. Moving forward I must be aware of what will be acceptable for DC campaigns along with bundling the DC and SG in the presentations.

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

All steps were used in the process, as always the process is fluid and you may have seen the process of returning to step different steps for clarification along with moving from DC to SG. I think in this situation the conversion was effective albeit agonizing due to my "newness".

- **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?**

Since this was at the end of the process and the client was committed to DC, converting to SG required some follow up questions. During the process I didn't keep track of the number questions, the questions I did ask were about the current situation, and problems they see or foresaw with the current plans, what implications there decisions may have on their future business or lack there of and asking how what we offer as solutions would payoff for their needs for both immediate business and to grow future business.

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

I would tend to believe the client could express the value of DC and SG to a level they are comfortable. The message I left them with was we are advertising and marketing but unlike our competition we leverage the power of the Gannett properties in the Phoenix market to deliver their message to the right people at the right time in the decision process. We do it cost effectively for the client and since it is a revenue share we are true partners, their success with campaign is our success. I believe they have a firm grasp on the digital landscape and how we fit in with the limited product I had to offer them but it still gives them the frequency they need to have an extended reach to new and existing customers.

- **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 actually soft "either-or" close at the point we in with the rejection. Your assistance in driving home the positives about the DC rejection i.e; national competitors with lower prices and limited market solidified the premise of switching to SG exclusively for the current time but opening the door for future G/O solutions. Since this was a follow up call, the close (commitment) was gained in this call. The contract was sent to them that evening, getting it signed was a messy ordeal due to distractions on the customer's side.

Coaching Feedback

What the sales rep did well:

Great job having a back-up plan regarding this account. I've said it plenty of times but in the past, we would have nothing for this merchant after getting their DC promo rejected. To be able to now go in and still get a SG promo approved is awesome!

When we get out in the field again, I'd like to see some good 1st meetings so keep that in mind next time I reach out about doing a ride-along.

Opportunities to grow skills:

Keep doing what you're doing Mike. I'm impressed with your ability to learn our systems quickly and learn them on your own w/o a lot of hand-holding. We'll be turning the corner soon on all products but in the meantime, until we get the green light to sell everything, keep doing everything you can to get some good DC promos signed up as well as plenty of easy-peasy DG promos!