

G/O Digital –Sales Coaching Feedback Form

Sales Rep: Tuck Rossmiller
Manager: David Haar
Date: 12.12.13
Appointments: Carpet Cleaning AZ

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 	N/A based on that fact that this was a meeting you set up with a former DealChicken merchant.
Preparation	<ul style="list-style-type: none"> • Research business and current advertising • Prepare questions to ask • Prepare product solution recommendation based on knowledge 	I think you did a good job of being prepared for this meeting. The client has a very poor online presence and you had a lot of examples of how they should be utilizing our services.
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 	You certainly identified some pain points which was great! You also uncovered the other players involved in his businesses. The client talked about how the space was very competitive and we have solutions that can help him stand out from his competitors.
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 	I don't know if we got to this stage on meeting #1. Looking ahead to future needs analysis or discovery meetings I would put this on your radar to want to walk out of the meeting with these questions answered.

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 	We're not at this point yet. As you look ahead to meeting #2 with this client, I would keep these elements on your radar in an effort to effectively close the deal.
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 	N/A. This is another meeting #2 segment.
Onboard (Future)	<ul style="list-style-type: none"> • Sales captures client on-boarding information • On-boarding Call 	N/A. This is another meeting #2 segment.
Expand Relationship (Future)	<ul style="list-style-type: none"> • Request reference • Cross-sell new opportunities • Awareness of customer activity & satisfaction • Support renewal process+ 	N/A. This would be things you would look at as you get him signed up and look at the opportunity to upsell the client.

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 meeting I wanted to open with the progress of the businesses past DealChicken promotion. I felt like I approached this matter in a professional way, which led to the renewal of his DealChicken business. I also felt I had a smooth transition from DealChicken to Digital. For example, he brought up some other business interests of his and I gave practical digital marketing solutions, which I tied into his carpet cleaning business. I could tell these were solutions that he had not thought of yet. This worked to build my credibility with the products I was leveraging in the meeting. The meeting had a tendency to get off topic due to the owners stories he was sharing, nevertheless I was able to circle

back to the topic of digital without seeming too aggressive. I believe I could have improved in the area of introducing the products sooner in the meeting. I also think I can improve in product knowledge specifics. Given that this role just began, I have confidence that I will have the specific product knowledge mastered soon.

- **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 modeled the sales process, especially asking the probing questions and discovering pain points. For example, most of his business is referrals. I discovered he is doing minimal marketing to increase his web traffic and call to actions. I also set up a second meeting and informed the client we would be running a digital audit to develop a marketing strategy that would be best fitted for the client. I could have spent more time on the budget aspect of this meeting. It would have given me a detailed image of what a campaign/strategy would look like for this client. I find the sales process model very useful, it really helps me navigate through my meetings.

- **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 asked an estimate of about a dozen questions over the course of the meeting. I used this information to say the pains of his digital marketing before he had the chance to express it. For example, I leveraged PPC as a way to rent his space in the online arena. I had previously learned he isn't showing up on the first two pages of a Google search, even when you enter his businesses name. I would add the question of: where would you like your online presence to be 6 months from now, and 12 months from now?

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

Yes, I believe I explained the value and the effectiveness of G/O . For example, I gave a couple examples of a recent G/O success story. It was a client who had previously done a DealChicken promotion, they did an email blast of 10K, and they ended up selling 200 units of their product. Since he was a past DealChicken client of mine, I felt this resonated well with him. Not only did it increase my credibility, but the credibility of G/O Digital. The merchant was very engaged, he was so comfortable he even shared personal stories that I find uncommon in meetings such as this one. There is no doubt the merchant has more questions, considering this is all new to him. However, when I run my second meeting with him I will be able to educate him more with the results of the audit.

- **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 DealChicken close was very swift, there was virtually no resistance. He was pleased with his last promotion and wanted to run the exact same deal, which had 4 purchasing options. In respect to digital, I will be aiming for a close on my second meeting. I ideally would like to aim towards: PPC, SEO, email targeting, and Maps + Rep. The results of the audit will allow me to relay the needs for his Digital Marketing. The second meeting will also involve his son who is very instrumental in the company. This will be beneficial because all Decision Makers will be present for the results of the audit and my suggestions for their strategy.

Coaching Feedback

What the sales rep did well:

This was a great meeting for me to join you on. As we make this transition, I like to see AEs going back to some of their DealChicken clients and proposing the G/O suite of products. DealChicken clients = hot leads and can prove to be some great low lying fruit.

You did a great job of allowing this merchant to tell tales of his past businesses as well as some of the things he has on his radar. That guy had a lot of stories to tell but allowing him to share 'em with us built some nice rapport with him.

Thank you for utilizing the 1-2-3 method! 1 = appointment. 2 = jumpstart team. 3 = knowledge team. East as that!!!

Great job of setting up the follow up meeting for next week. Gives you plenty of time to get the jumpstart team involved as well as plenty of time to get the knowledge team scheduled to join your meeting. Well done!

Opportunities to grow skills:

The #1 thing I would ask you to be cognizant of on future meetings like this is to know exactly what their previous DealChicken promo had done. We'll want to know what the net revenue was on previous promotions along with the fact that this promo has not expired yet. When it comes to getting a 2nd DealChicken promo in for this client, we may hit some snags with operations.