

G/O Digital –Sales Coaching Feedback Form

Sales Rep: Noa Gibson
Manager: David Haar
Date: 11.26.13
Appointments: UFC Gym

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 think this is a very good lead! Based on what they told you early on in the process, if they were spending \$1k/mo. on PPC and it wasn't working and our recommendation is \$750/mo for PPC, I think we can get these guys!
Preparation	<ul style="list-style-type: none"> • Research business and current advertising • Prepare questions to ask • Prepare product solution recommendation based on knowledge 	We had our audit in tow and were ready to present what the jumpstart team had put together for them based on your initial need analysis.
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 	N/A seeing as this was the 2 nd meeting with them and not an initial needs analysis or discovery meeting.
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 	Even though this wasn't a meeting where we could get a signature, I think we did a good job of pointing out what they had told us and how our audit matched up with that. We presented the audit and walked them through how this would work. The one manager also wanted to get around on the iPad and do some searches and see how they showed up which illustrates the importance of having a working iPad and internet

		access on every meeting you go on.
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 	
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 the end all decision maker was not present, we could not execute a contract right then and there.
Onboard (Future)	<ul style="list-style-type: none"> • Sales captures client on-boarding information • On-boarding Call 	N/A seeing as our actual DM was not present.
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 seeing as our actual DM was not present.

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?**

I created urgency in saying that this needs to get done ASAP because it is the season that people want to get into shape. Explaining the audit in a more fluid manner

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

Yes. Utilizing the audit.

- **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?**

This was not a discovery appointment. We went into closing mode. No.

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

Absolutely. The gentleman we were speaking to didn't really know about the difference between SEO & PPC.

- **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?**

We told him that they should give us their business and we can do a better job @ PPC than they were doing themselves as we are the experts. Hard as it can get without the decision maker there. Follow up Friday to set up a conference call with the owner.

Coaching Feedback

What the sales rep did well:

Good job of building that sense of urgency to get this up and running sooner than later seeing as it's almost DEC and we know JAN is a good time to be capturing new people for the gym!

Utilizing the audit and knowledge team is key to early success in this role. Great job getting the audit taken care of. Next steps are to execute a final call/meeting and have the knowledge team involved.

Opportunities to grow skills:

Unfortunately, this wasn't a meeting with the end all decision maker so we had to make due the best we could. Even though that was out of your control tonight, over time, w/o being able to sit down with the actual decision maker is really going to inhibit your opportunity to be successful and close deals. Moving forward, I would stress the importance of meeting with the person that can pull the trigger on a deal instead of trying to convince the managers it's a good idea and then relying on them to get the decision maker excited enough about it to break out their credit card. That is our job, not his manager's job.

I know this doesn't seem like anything major but it eludes itself to making sure you're taking advantage of all of the resources at your disposal. We were out in the field on 11.15.13 and you mentioned that your iPad was not charging properly. I suggested you try and let it charge overnight and see what happened as that has worked for me. That was eleven (11) days ago and just today you mentioned to me that charging overnight did not work. If you have equipment that is not working, please let me know as soon as you know and we'll do everything we can to make sure you're outfitted properly.