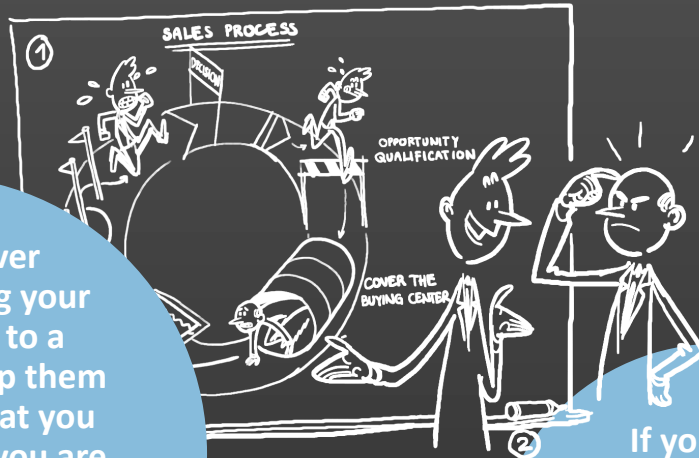




MUTUALLY AGREED ACTION PLAN



Have you ever tried explaining your sales process to a customer to help them understand what you are doing, why you are doing it and get them to agree to an important next step



If you have, how did you present the importance of "Opportunity Qualification" or "Covering the Buying Center"? These things are usually not part of the customer's buying process but are critical to your sales process.

So, how can you present your sales process in a way that makes sense to customers and includes these critical elements



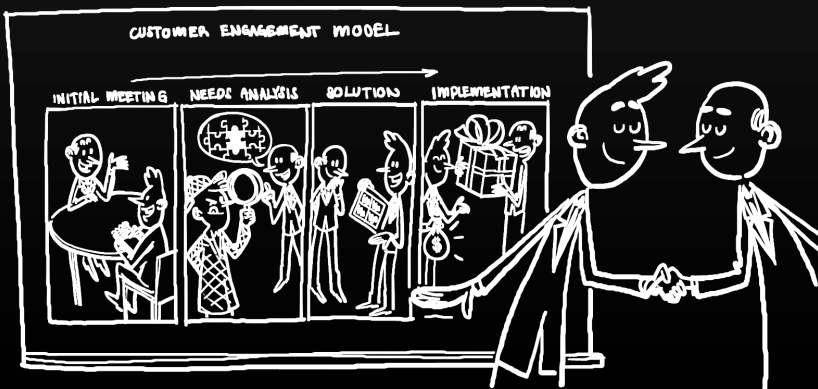
You could start by replacing internal terms with customer-friendly ones.

For example, "Customer Engagement Model" instead of "Sales Process." "Initial Meeting" instead of "Opportunity Qualification".

This subtle renaming of Qualification allows you to easily suggest actions like providing information about their goals, timing, and decision criteria while you listen carefully, ask questions, and understand.

"Covering the Buying Center", for example could be positioned as "Needs Analysis" – to emphasise the importance of understanding all key stakeholder needs before a solution is presented.

And to disguise your sales process further you could include the implementation activities that normally come after the buying decision. A customer-friendly document like this for a specific opportunity is what we call a Mutually Agreed Action Plan.



It positions your sales process as a professional project plan designed to help the customer achieve their goals.