



OPPORTUNITY ROADMAP

Have you ever participated in a sales team discussion about an opportunity and left unhappy, with no clear actions, no consensus on the issues, no added value to the salesperson?



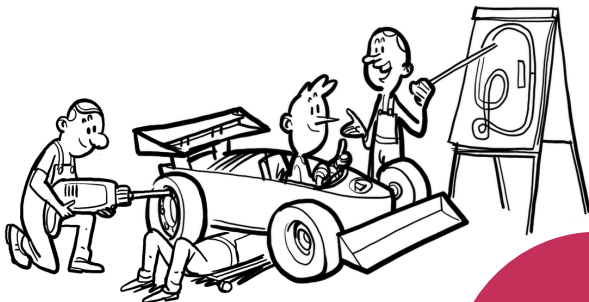
It leaves you feeling like you just made a pit stop in the middle of a race, and left with the same worn-out tires, and a still-empty fuel tank.



So, how can you avoid this situation and make your opportunity reviews more effective?

A good start would be...

...to organise essential information, such as who's in the Buying Center, what their needs are, and the competitors' strengths and weaknesses. This information is critical to analyse and improve your sales process. We call it an Opportunity Roadmap – because it helps the salesperson and their team understand where they are today, define the goal they want to reach, and the path to achieve it.



The nice thing about this structured approach is...

...that it really does help make your sales process and team discussions more effective because everyone quickly understands the situation, and can focus their time on brainstorming new ideas to win the sale.

