



CREATING A METHODOLOGY



INTENTIONAL INFLUENCING

BRINGING POTENTIAL TO REALITY

Steps to a good Methodology



Select a 'team' to work on methodology – those who are focused on betterment

Define the process (based on what you currently have)

Define the methods used in the process
(tactics/strategies)

Create a framework of the above findings



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Why a Methodology?

Close - Close more deals: By providing a clear process for identifying and engaging with prospects, sales reps can be more effective at moving them through the sales funnel and ultimately closing more deals.

Improve - Improve sales cycle length: A sales methodology can help sales teams to identify and address any bottlenecks or delays in the sales process, leading to a shorter sales cycle and faster time to close.

Enhance - Enhance customer experience: A structured sales methodology can help sales reps to better understand the needs and preferences of their prospects and tailor their approach accordingly, leading to a better customer experience.

Increase - Increase win rates: By providing a clear framework for identifying and qualifying leads, engaging with prospects, and managing objections, a sales methodology can help sales reps to increase their win rates.

Accurate - Accurate sales forecasting: A standardised sales methodology can help sales teams to more accurately forecast sales revenue and pipeline, providing greater visibility into the health of the sales organization.

