

# RealDeal Execution Playbook

RealDeal Execution is used to identify and close 'must win' opportunities. Our senior advisors roll-up their sleeves, working with your sellers, to apply a consistent and scalable deal execution framework based on key qualification criteria and CRM performance data. The documented outcome will be more closed deals and improved sales efficiency.



## Benefits

RealDeal Execution accelerates bookings. It empowers your sales team with proven strategies and practical best practices to boost bookings. It increases the volume and velocity of key deals through your sales pipeline. It improves CRM adoption, data quality, sales productivity, retention, and employee satisfaction.

# Use your CRM system as a tool for coaching.

RealDeal Execution builds the skills of your sales team while leveraging your CRM to give greater perspective to past performance, better understanding of the present, and more insight to the future. It enables your sales reps to pursue or eliminate opportunities more effectively.

## What is RealDeal Execution?

RealDeal Execution is a structured approach to improving sales pipeline performance, sales process adoption and overall sales rep productivity. The program includes the development of opportunity personas, analysis of sales rep productivity and the enhancement of your CRM system as a foundation for deal execution. RealDeal Execution provides direct, hands-on help for those opportunities and sales reps that can best benefit from the assistance.

Opportunity Persona Example	
Account	<ul style="list-style-type: none"><li>Revenue greater than \$50M</li><li>North America</li><li>New customer</li></ul>
Stage	<ul style="list-style-type: none"><li>In the second and third stage</li><li>Validation activity has been completed and logged</li><li>Opportunity is aligned to buyer</li></ul>
Products	<ul style="list-style-type: none"><li>Only complex products</li><li>Required bundling of core services</li><li>Customized solution only</li></ul>
Opportunity	<ul style="list-style-type: none"><li>Complex sales process</li><li>Age less than 45 days</li><li>Key contacts assigned to opportunity</li></ul>

## What's involved in RealDeal Execution?

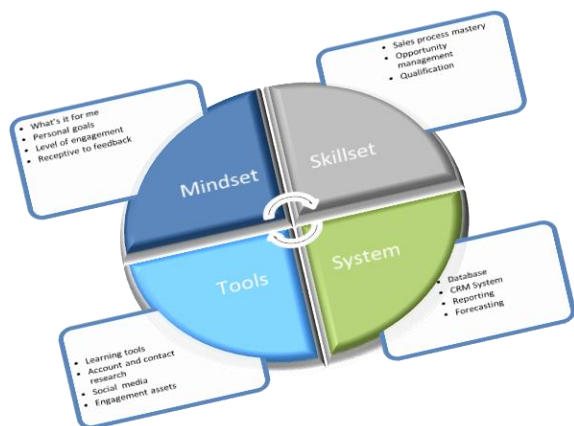
The core of RealDeal Execution includes four areas of focus:

**Skillset:** RealDeal Execution develops the sales process and opportunity qualification skills that sales reps need in order to focus on and win the right opportunities.

**System:** Your CRM system is the foundation for execution. Leveraging the QSS 4Rights methodology, your sales reps will know exactly how and why to use your CRM system.

**Tools:** You have invested in support technology that helps sales reps be more efficient. RealDeal Execution will leverage those tools to drive adoption and efficiency.

**Mindset:** What's in it for your sales teams if they embrace RealDeal Execution? More efficient and effective deal execution based on thorough and consistent CRM adoption and utilization by opportunity.



## Why QSS?

The science of selling is in our DNA. Our senior advisors, with years of hands-on marketing, sales and management experience, translate your sales performance data into actionable execution plans. We enable your organization to pursue or eliminate opportunities more effectively. We don't just analyze – we teach your sales team a structured deal execution approach, so new opportunities can be properly assessed, prioritized and won.

## To find out more about RealDeal Execution:



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[www.qsstrategies.com](http://www.qsstrategies.com)

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