



## Selling Objectives and Key Activities

After defining your prospect's buying-decision stage, you can establish key selling objectives and activities based on that stage. The table below is a guide to help do this.

<b>If Your Prospect Is In This Buying Decision Stage</b>	<b>Then Your Selling Objectives and Key Activities Are...</b>
<p style="text-align: center;">PROSPECT</p>	<p><b>Selling Objective:</b></p> <ul style="list-style-type: none"><li>• Create sufficient interest so the prospect agrees to explore their potential Problems further</li></ul> <p><b>Key Activities:</b></p> <ul style="list-style-type: none"><li>• Pre-call research, qualification, and message development<ul style="list-style-type: none"><li>○ Assess prospect fit to target customer profiles</li><li>○ Estimate opportunity</li><li>○ Conduct company research</li><li>○ Establish ideal entry contact</li><li>○ Select possible Problems to suggest</li><li>○ Develop prospecting script (live, voicemail, and email)</li></ul></li><li>• Initiate prospect warm-up activities, if possible</li><li>• Initiate prospecting message cycle<ul style="list-style-type: none"><li>○ Call, voicemail, email, and repeat</li></ul></li><li>• Gain agreement with prospect on date and time to explore Problems further</li></ul> <p><b>Common Errors:</b></p> <ul style="list-style-type: none"><li>• Pitching your product, price, solution, or company</li><li>• Failing to do sufficient research before engaging</li><li>• Delivering a long or complex message</li><li>• Failing to state the Impact of suggested Problems</li><li>• Failing to confirm interest and gain agreement on exploring Problems further</li></ul>



# P<sub>3</sub> Selling<sup>SM</sup>

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**If Your Prospect Is In  
This Buying Decision Stage**



**Then Your  
Selling Objectives and Key Activities Are...**

**NEED  
RECOGNITION**

**Selling Objective:**

- Develop sufficient awareness around specific Problems and their Importance so that the prospect agrees to take action toward addressing them

**Key Activities:**

- Use the ASR Sales Play to
  - Understand the prospect's current situation
  - Understand and influence the prospect's perspective of all potential Problems
  - Understand and influence the prospect's awareness of the Impact and Urgency of addressing the Problems from both a personal and business perspective
  - Understand and influence the prospect's awareness of how the Problems affect other people
- Qualify the prospect's ability (resources, timing, role, authority, and other constraints) to address the identified Problems
- Establish the seller's credibility to help address the Problems
- Understand, influence, and gain agreement on specific actions that the seller and prospect will take to move a buying-decision Process forward

**Common Errors:**

- Pitching detailed product, price, solution, or company information
- Telling instead of asking or suggesting
- Advancing to the next stage after identifying only inconsequential Problems or Problems that competitors are better suited to address
- Failing to create sufficient awareness around the Importance of addressing the Problems
- Failing to understand who else is affected by the identified Problems
- Failing to qualify the opportunity fully
- Taking ownership for all key actions



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**If Your Prospect Is In  
This Buying Decision Stage**



**Then Your  
Selling Objectives and Key Activities Are...**

INFORMATION  
SEARCH

**Selling Objective:**

- Guide and support the prospect in gathering sufficient information to confidently evaluate solution alternatives

**Key Activities:**

- Understand and influence Problem perspectives of other affected decision participants
- Understand and influence decision participants' preconceived solution perspectives
- Anticipate, understand, and influence each decision participant's information requirements for them to confidently evaluate solution alternatives
- Anticipate, understand, and influence potential internal decision constraints
- Brainstorm solution options with key decision participants
- Provide Problem-relevant solution information
  - Success stories, business cases, and references
  - Configuration, pricing, and deployment options
- Suggest credible external information sources
- Anticipate, understand, and influence the buying-decision Process
- Suggest ways to simplify and expedite the buying-decision Process

**Common Errors:**

- Spending insufficient time guiding and supporting the prospect in this stage
- Failing to anticipate and proactively engage all those involved in the buying decision
- Failing to understand and influence the perspectives of all those involved in the buying decision
- Failing to build confidence that sufficient information has been sourced and reviewed
- Overwhelming prospects by providing too much information or information that is not specific to addressing the identified Problems
- Providing too many solution options that complicate the decision Process
- Taking ownership for all key actions



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**If Your Prospect Is In  
This Buying Decision Stage**



**Then Your  
Selling Objectives and Key Activities Are...**

**EVALUATE  
ALTERNATIVES**

**Selling Objective:**

- Guide and support the prospect in formalizing an efficient and effective solution-evaluation Process

**Key Activities:**

- Understand and influence the Problem and solution scope
- Understand and influence the prospect's perspectives of alternative solutions
- Understand and influence buying-decision criteria
  - Desired business benefits and outcomes
  - Financial requirements: budget, ROI, resources, etc.
  - Supplier-acceptance criteria
  - Solution and supplier-ranking criteria
  - Compliance requirements
- Provide boilerplate RFP template (if required)
- Collaboratively develop a solution that best meets the decision criteria
- Present solution with messaging aligned to decision-influencer perspectives on addressing the Problems
- Provide clear positioning of the solution versus the alternatives

**Common Errors:**

- Telling versus asking and suggesting
- Failing to influence the buying-decision Process and criteria proactively
- Failing to specifically link solution features to buying-decision criteria
- Developing the final solution without key decision-participant involvement
- Failing to provide clear differentiation between the proposed solution and the alternatives
- Taking ownership for all key actions



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THE ESSENTIALS OF B2B SALES SUCCESS

**If Your Prospect Is In  
This Buying Decision Stage**



**Then Your  
Selling Objectives and Key Activities Are...**

**PURCHASE  
DECISION**

**Selling Objective:**

- Guide and support the prospect in making a confident final-purchase decision

**Key Activities:**

- Collaboratively develop and manage a final-step project plan
  - What activities does the prospect's company need to do to complete the purchase?
  - What activities does the seller's company need to do to complete the sale?
  - Who will do what, and by when?
- Anticipate and collaboratively resolve last-minute obstacles and concerns
- Conduct final negotiations
- Close for commitment to action

**Common Errors:**

- Failing to expedite the completion of all final steps
- Closing too hard when key decision-makers are hesitant due to lack of decision confidence
- Ignoring concerns and hoping they will go away on their own