

## P3 Selling<sup>SM</sup> THE ESSENTIALS OF B2B SALES SUCCESS

## ersonal

## usiness

- Stress
- More work
- Poor reviews
- Long working hours
- Demotion
- Workplace conflict
- Low job satisfaction
- Lower revenues/profits
- Missed goals or targets
- Regulatory fines
- Cash constraints
- Poor customer satisfaction
- Poor employee satisfaction

**Problems** 

Customer churn

- Higher compensation
- Promotion
- Recognition
- Greater career opportunities
- Personal development
- Reduced complexity
- Job Security
- Faster growth
- Greater profitablity
- Increased cash flow
- Higher company valuation
- Better employee retention
- Increased renewal rates
- Access new markets

**Opportunities** 

## Sample Problems and Opportunities to Ask or Suggest

P<sub>3</sub>Selling.com