



P₃ SellingSM

THE ESSENTIALS OF
B2B SALES SUCCESS

Personal	<ul style="list-style-type: none">• Stress• More work• Poor reviews• Long working hours• Demotion• Workplace conflict• Low job satisfaction	<ul style="list-style-type: none">• Higher compensation• Promotion• Recognition• Greater career opportunities• Personal development• Reduced complexity• Job Security
	Business	<ul style="list-style-type: none">• Lower revenues/profits• Missed goals or targets• Regulatory fines• Cash constraints• Poor customer satisfaction• Poor employee satisfaction• Customer churn
	Problems	Opportunities

**Sample
Problems and
Opportunities
to Ask or
Suggest**