P3 Selling THE ESSENTIALS OF B2B SALES SUCCESS

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Susiness

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
- 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

Problems

Opportunities

Sample Problems and Opportunities to Ask or Suggest