



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

THE ESSENTIALS OF  
B2B SALES SUCCESS

**Personal**

- Stress
- More work
- Poor reviews
- Long working hours
- Demotion
- Workplace conflict
- Low job satisfaction

- Higher compensation
- Promotion
- Recognition
- Greater career opportunities
- Personal development
- Reduced complexity
- Job Security

**Business**

- Lower revenues/profits
- Missed goals or targets
- Regulatory fines
- Cash constraints
- Poor customer satisfaction
- Poor employee satisfaction
- Customer churn

- Faster growth
- Greater profitability
- 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**