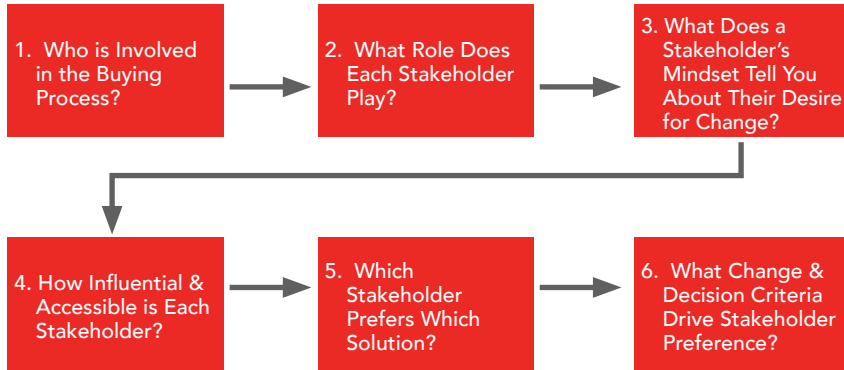
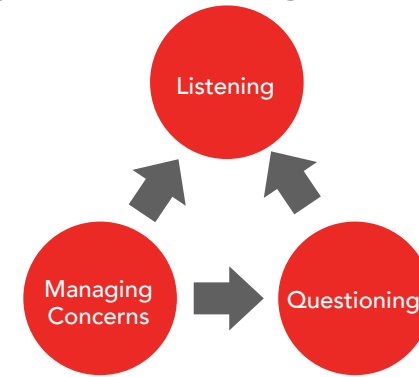


## Stakeholder Mapping Guides You Through Six Key Questions



## Three Ways Top Performers Manage and Elevate Their Sales Calls



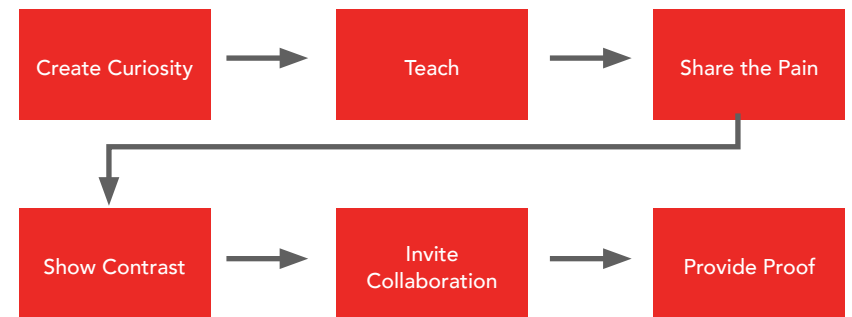
### LAIRE Model



### Internal/External Stakeholders



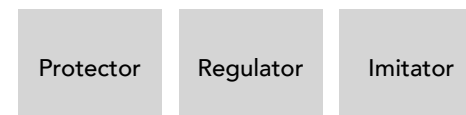
### Six Elements of Insight-Driven Conversations



### Elements of a Sales Call



### Types of Gatekeepers



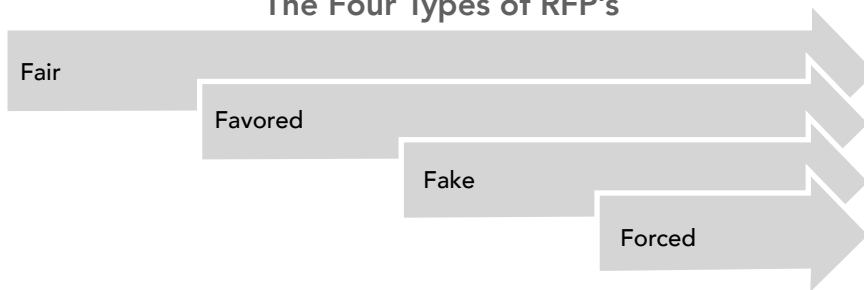
## Emotion Versus Logic

Emotion	Logic
Pride, Image, Surprise, Fear of Loss, Concern	Key Performance Indicators: % to Goal
Annoyance, Irritation, Anger, Gratification, Embarrassment	Business Results: Cost Savings, Speed
Touch, Control, Confidence	Financial Metrics: ROI, NPV, IRR, Payback, TCO, COI
Ease of Use, Gratitude	Operational Metrics: Time to Performance

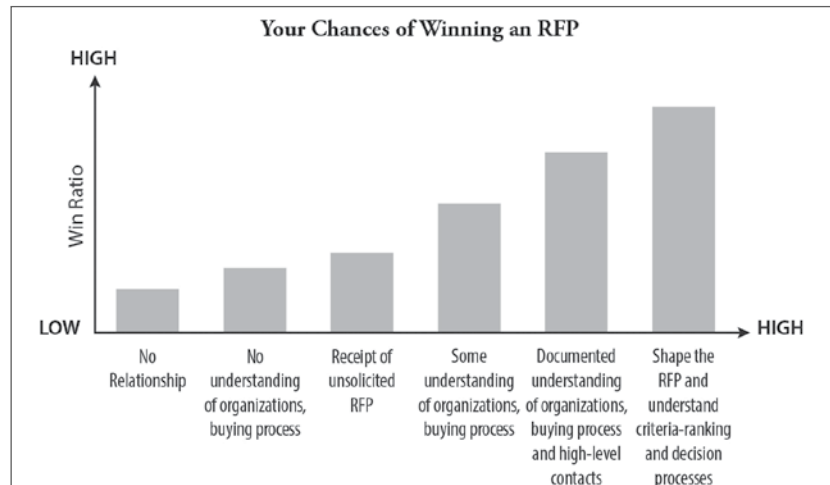
## Four Key Elements for Preparing and Executing a Committee Strategy



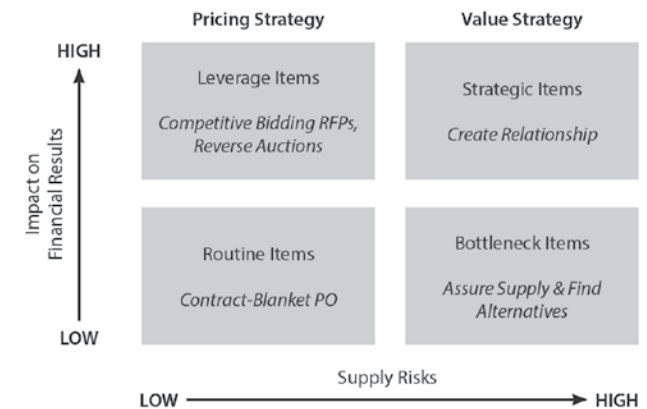
## The Four Types of RFP's



## Understanding of Buying Process and Quality of Relationship with the Organization



## The Kraljic Matrix with Sourcing Strategies



## Effects of Price Discounts on Gross Margins

Gross Margin Before the Price Decrease	Price Discounts			
	-5%	-10%	-15%	-20%
<i>Unit Sales Must Increase by the Following to Maintain the Same Gross Margin Dollars!</i>				
60% Gross Margin	+9%	+20%	+33%	+50%
55% Gross Margin	+10%	+22%	+37.5%	+57%
50% Gross Margin	+11%	+25%	+43%	+67%
45% Gross Margin	+13%	+29%	+50%	+80%
40% Gross Margin	+14%	+33%	+60%	+100%
35% Gross Margin	+17%	+40%	+75%	+133%
30% Gross Margin	+20%	+50%	+100%	+200%

