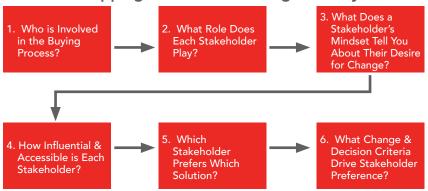
# **REVIEW OF KEY CONCEPTS**



#### Stakeholder Mapping Guides You Through Six Key Questions



#### Internal/External Stakeholders

# Internal Stakeholders & Buyers

- C-Suite & VPs
- Directors & Managers
- Supervisors
- Other Key Personnel
- Committees
- Board Members

#### External Stakeholders & Buyers

- Government Agencies
- Advocacy Groups
- Professional Organizations
- Suppliers
- Distributors
- Consultants

#### **Elements of a Sales Call**



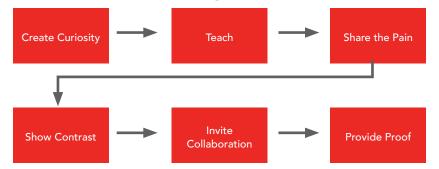
# Three Ways Top Performers Manage and Elevate Their Sales Calls



#### **LAIRE Model**



#### Six Elements of Insight-Driven Conversations



#### Types of Gatekeepers



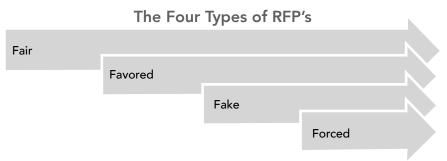


## THE SELLER'S CHALLENGE - REVIEW OF KEY CONCEPTS

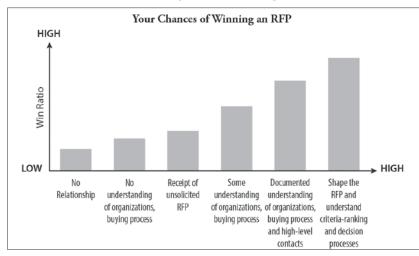


## **Emotion Versus Logic**

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	



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



# Four Key Elements for Preparing and Executing a Committee Strategy

Research Your Committee Deploy Team Early Orchestrate the Presentation Plan to Handle Tough Challenges

#### The Kraljic Matrix with Sourcing Strategies



## **Effects of Price Discounts on Gross Margins**

	Price Discounts			
Gross Margin Before the Price Decrease	-5%	-10%	-15%	-20%
	Unit Sales Must Increase by the Following to Maintain the Same Gross Margin Dollars!			
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%

