DealPoint

MUTUAL ACTION PLANS
LUNCH & LEARN

At the end of this lunch, you'll be able to

1. Explain what a MAP is and how it will help your customer both trust you and understand your value prop's urgency
2. Know how to use a MAP for Discovery vs. Accountability
3. Understand which opportunities warrant a MAP
4. Draft your first "paper" MAP ready for a customer

WELCOME!

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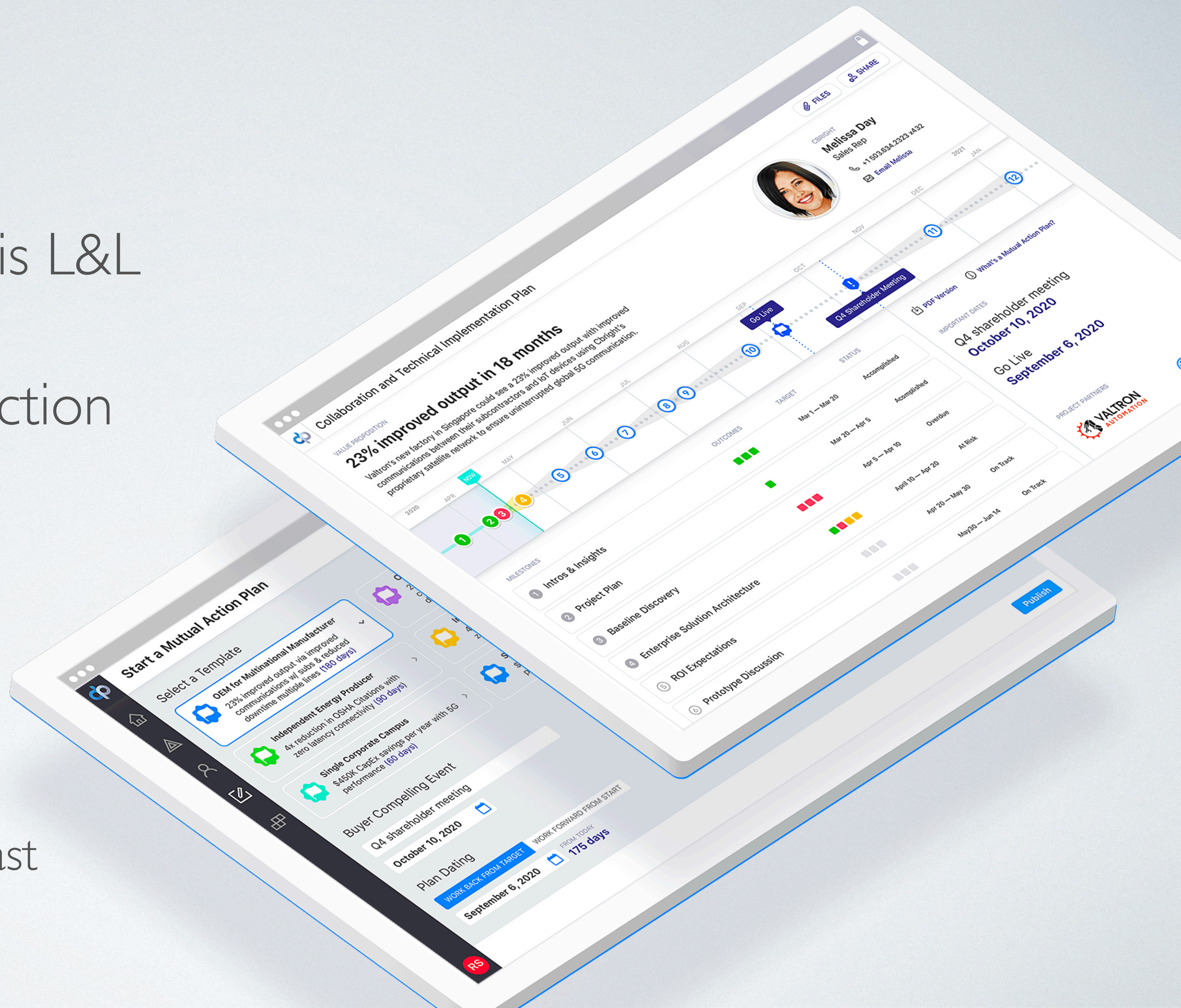
GOALS OF A MAP

1. **Top of funnel:**
   As a discovery tool & trust builder for reps

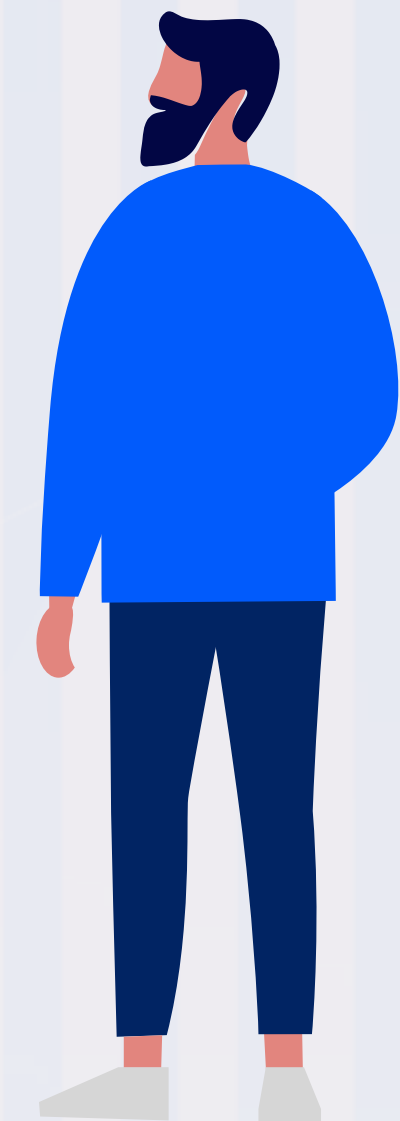2. **Mid-funnel:**
   Urgency driver to stop stalls & ongoing disco

3. **Coaching:**
   Super targeted deal review

4. **Process review:**
   Make sure your theoretical model matches the real world

What are stakeholders focused on during the buying process?

TODAY $ BUYER'S NEED

CUSTOMERS

Can I trust this vendor
to take care of me?

SELLERS

How can I close this deal?

MANAGERS

Is this date accurate?
Is my team following process?

Deals die because the Sales Team fails to address customer's key concerns

TODAY

BUYER'S NEED

NONALIGNMENT
To customer priority

LACK OF CREDIBILITY
Why should customer trust you

FEAR OF CHANGE
Unvoiced assumptions about effort required

CONSENUS
Getting the entire Buying Committee onboard

Does customer really know enough about their process to predict timeline accurately ?
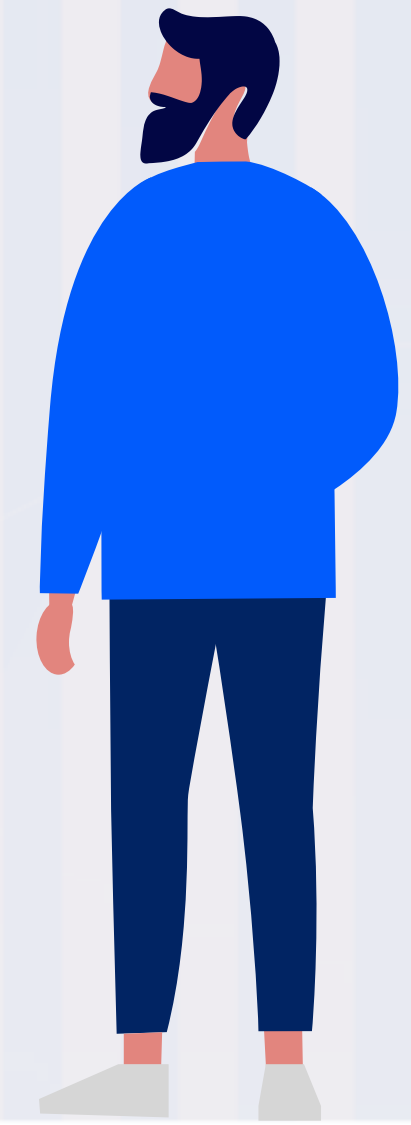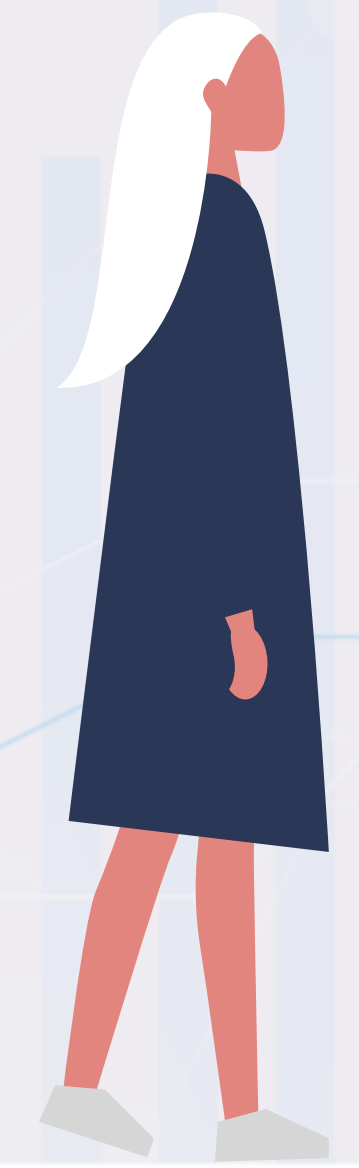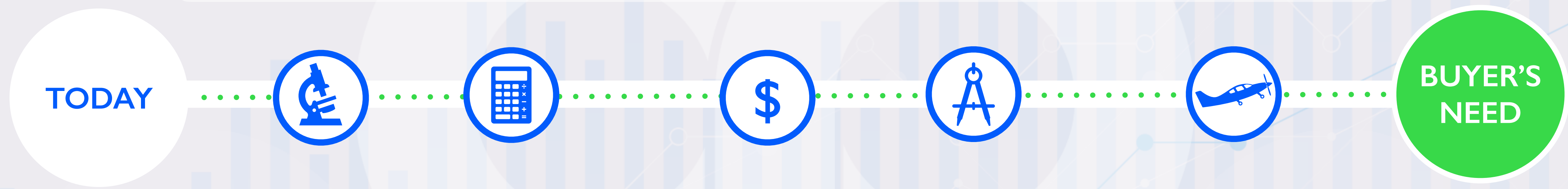
Is there a surprise waiting here that'll stall or derail the deal?

Do you have consensus across buyer team? How do you know?

What point does customer say "I'm so glad I spent that money"?

Risk vector: Discovery "checklist" requires expert personal selling skills

	1 Prospect	2 Business Qualification	3 Technical Qualification	4 Evaluation	5 Negotiation	6 Approval	7 Closed
Key Stage Descriptors and Activities	• Begin to understand the customer business issues • Identify potential opportunity • Remember: All leads need to be worked in Salesforce.	• Confirm **budget** and **timeline** • Engage customer **decision maker** and key players • Understand customer's **motivation to buy** (pain / gain)	• Engage SSC/SC/ Solution Architect to meet with customer via phone or WebEx • Identify/confirm information required to develop a solution • Align preliminary solution to business and technical problems • Listen for and explore cross sell opportunities	• Engage PSO • Respond to RFP / RFI/ Tender • Draft SOW • Agree on written definition of POC • Present formal demo / PoC • Present proposal • Customer approves solution design • Understand purchasing and use of partners in customer buying	• Develop solution with quantifiable Cost Benefit Analysis / ROI • Involve customer's Legal team or check for pre-existing contract already in place. • Contract drafted • SOW negotiated • Address business and legal issues • Receive discount approvals from management • Clear insight into closing timeline	• Finalize Business / legal issues • Obtain signed quote or equivalent • Obtain PO If required • Signed SOW • Obtain other required ordering documents (e.g. master license agreements)	• PSO Review • Revenue Recognition cleared
Exit Criteria	Opportunity Identified	Opportunity Qualified				Signed Sales Quote	Deal Won
What to do in Salesforce	• Create the Opportunity, ideally from a lead. • Enter the following info: • Product • Revenue • Channel Status • Competitor • Decision Maker • Close Date • Activities	• Update the Sales Stage to 02 – Business Qualification • Enter the following info: • Product • Revenue • Channel Status • Competitor • Decision Maker • Close Date • Activities	entered in Sales Stage 02.	Stage 02.	the quote is built using the "Update Opportunity" button • Update Close Date to more accurately reflect when this deal will close.	• Update the Sales Stage to 06 – Approval • Update Quote status to 4.5 or 5, then have the deal reviewed and auto-ordered.	

Pipeline | Best Case | Commit | Closed

A MAP is the safe path from today to your customer's goals; it proves customer-focus, credibility, urgency & transparency

TODAY .... 🔬 .... 🖩 .... $ .... 📐 .... ✈ .... BUYER'S NEED

CUSTOMERS
This looks well planned and
I'm not going to get surprised

SELLERS
They agree on what we need from them
and I learn their priority, people & process

MANAGERS
I can forecast on this and
I'm not going to get surprised

Reps that use MAPs close more deals, have super-accurate forecasts and enjoy all the benefits of trusting customers

TODAY 1 2 3 4 5 BUYER'S NEED

TRUST & CLARITY
This the safest path to my success
Better start now or I *add* risk

VALIDATION & CONTROL
More wins, higher confidence
Smooth buying & selling experience

EARLY WARNING SYSTEM
Reps follow our process
Predictable results every quarter

Who needs a MAP?
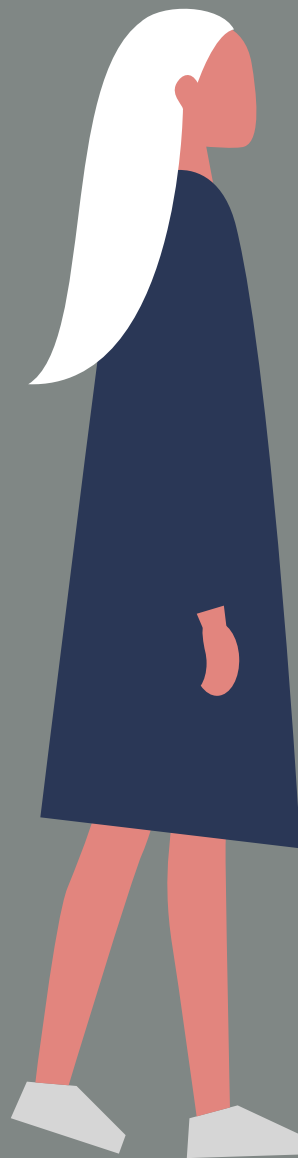
"It's more about how detailed do you get rather than not doing one at all."
— Sarah Fricke, Global Sales Enablement Manager, RingCentral

3+ months   >$25K   3+ Buyer Stakeholders

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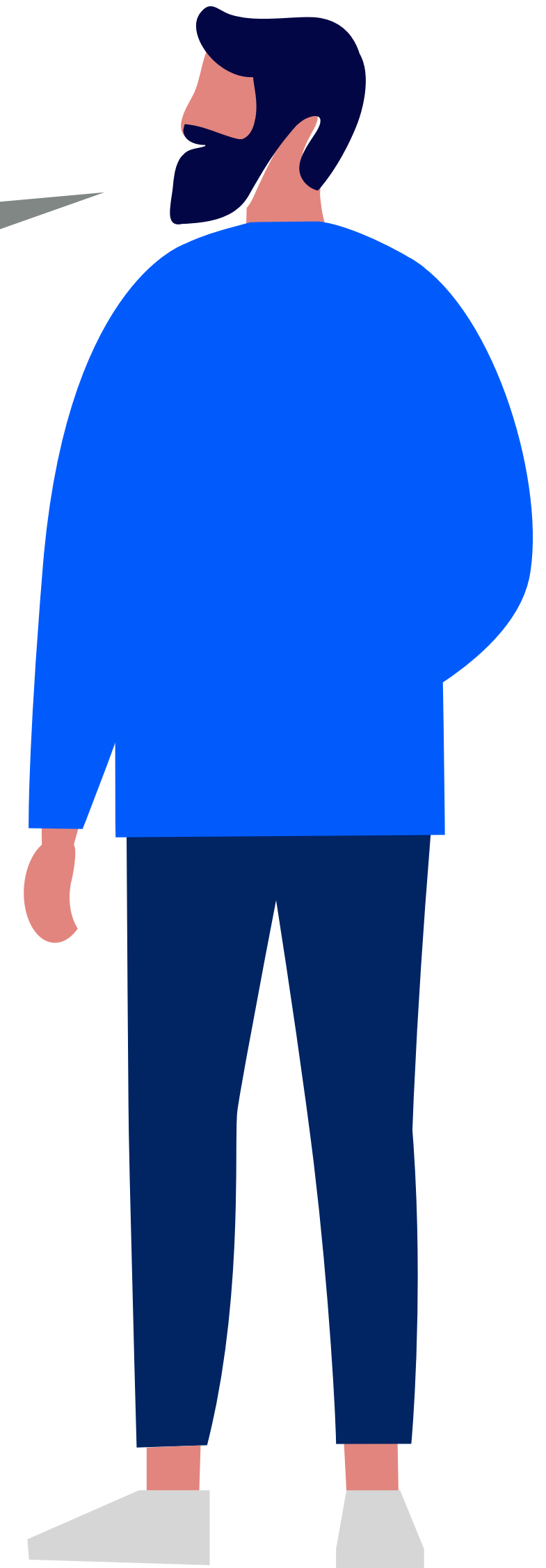
BE (ACTUALLY) HELPFUL

Anatomy of a MAP

- Value summary
- Key dates summary
- Milestones
  - Outcomes vs. "Tasks"
- Target dates
- Duration estimate
- Buyer & Seller Responsible

KEEP IT UP TO DATE!

MUTUAL ACTION PLAN

[New Initative you can help with]		9/14/20
First Revenue (estimated date)		10/26/2020
Target Start Date		6/1/2020
Go Live (estimated date)		8/3/2020
Days to Go Live (calculated)		63
Typical Process Length (days)		75

What is this? We like to use these non-binding planners to stay ahead of the curve and make the process as smooth as possible for all parties. Feel free to share with anyone in your org.

Jump to Team members

Questions?
Call or email Tom W anytime
503-415-1428
tom@dealpoint.io

TARGET DATE	DONE	Days	MILESTONE	OWNER (Valtron)	OWNER (Cbright)
6/1/2020	☑		**Six Month Business Check In**		
	☐		ROI analysis on [solution we implemented]		
	☐		Phase II analysis: [learning customer's next initiatives]		Paul Jones
6/15/2020	☑	10	**"Next Steps" Analysis**	Finance Manager	Finance Manager
	☐		Insights on how to achieve customer's next initative		
	☐		Success criteria for new program presented & validated with point of contact		
6/17/2020	☐	2	**Risk Mitigation**	IT Admin	
	☐		Return on Investment & Return on Risk evaluated and validated		
7/15/2020	☐	20	**Proposal & Signatures**		
7/24/2020	☐	7	**Implementation / integration**		
8/3/2020	☐	6	**GO LIVE: Flip the switch!**		
8/15/20			First Fast Win (for supporting initiative)		
9/14/20		30	**[New Initative you can help with]**		EXTERNAL
10/26/2020	☐	30	Success Check In		
7/5/2021	☐	180	Key ROI value realized		

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About Buying & Selling Teams

- Show your bench
- Show your credibility & trust
- Understand who's who on Buyer team
- Build peer relationships to kickstart stalled deals

	A	B	C	D	E	F	G	H	I	J	K
1				**TEAM MEMBERS**				**VALTRON & CBRIGHT G5 DEAL**			
2											
3				ROLE	TEAM MEMBER	EMAIL	PHONE	NOTES			
4				Engineering Manager	Paul Jones	PaulJ@valtron.com	818-534-2532				
5				Finance Manager	Finance Manager						
6				IT Admin	IT Admin						
7				Legal Review	Legal Review						
8				<other>	<TBD>						
9				<other>	<TBD>						
10				External	External						
11											
12				ROLE	TEAM MEMBER	EMAIL	PHONE	NOTES			
13				Account Executive	Tom Williams	tom@cbright.com	503-415-1428				
14				Director of Sales	Vicky Melfi	vickym@cbright.com					
15				Sales Engineer	Sam Morse	sam.morse@cbright.com					
16				Customer Success Manager	Kristen Chellis	kristenc@cbright.com					
17				Finance / Contracts	Erin Bastoen	erinb@cbright.com					
18											

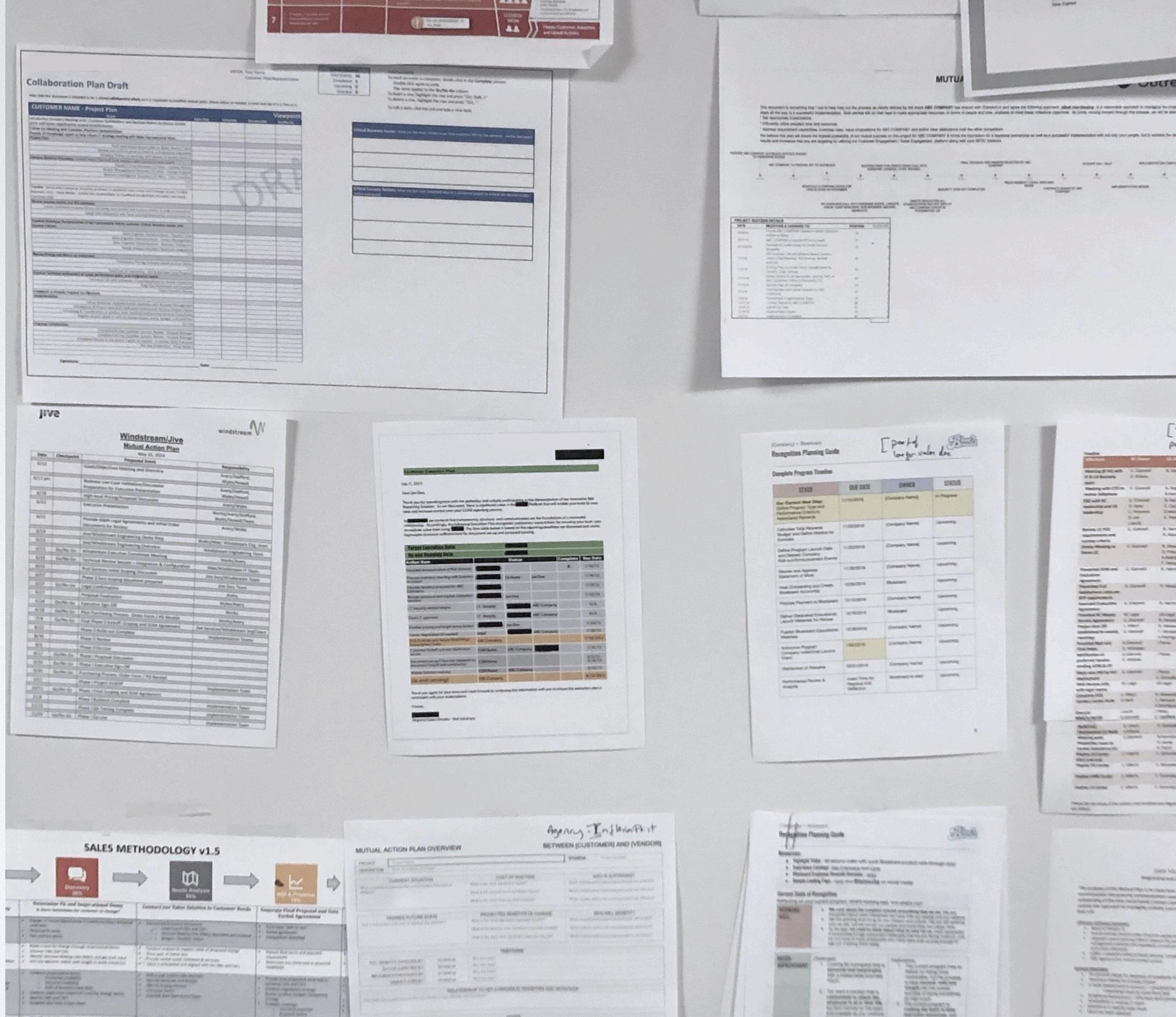Rows labeled VALTRON (rows 3–10) and CBRIGHT (rows 12–17).

What format?

Spreadsheet — easier to organize & update, but not as flexible

Word doc — Best for context building & "prettiness"

GSuite (or other online location) for real-time live

Killer Discovery

"We know we'd expect someone from Finance on this Milestone.

We'll bring Sarah, who is best on your side?"

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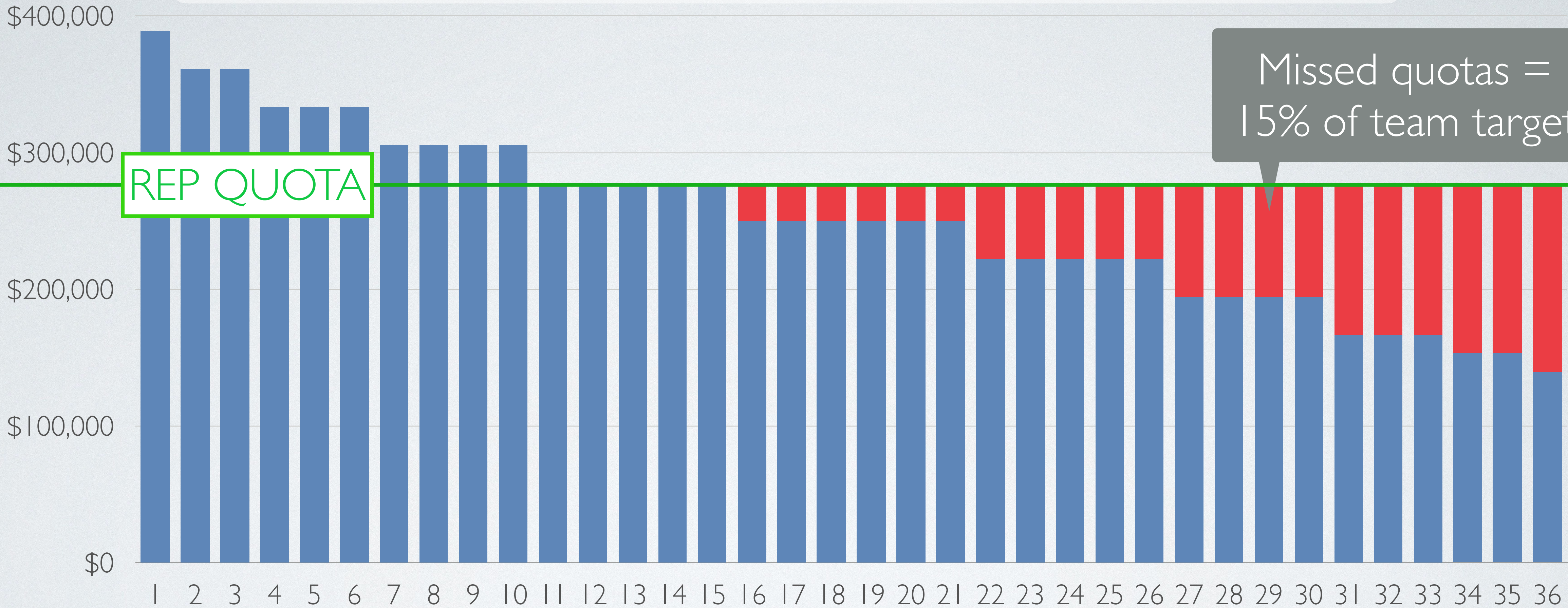| TARGET DATE	DONE	Days	MILESTONE	OWNER (Valtron)	OWNER (Cbright)
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When Prospects Ghost

"If we miss this milestone, the whole timeline slips, and you won't hit that OKR next quarter. How do we get back on track? ."

VS.

"I'm just calling to follow up"

Which one sounds better?