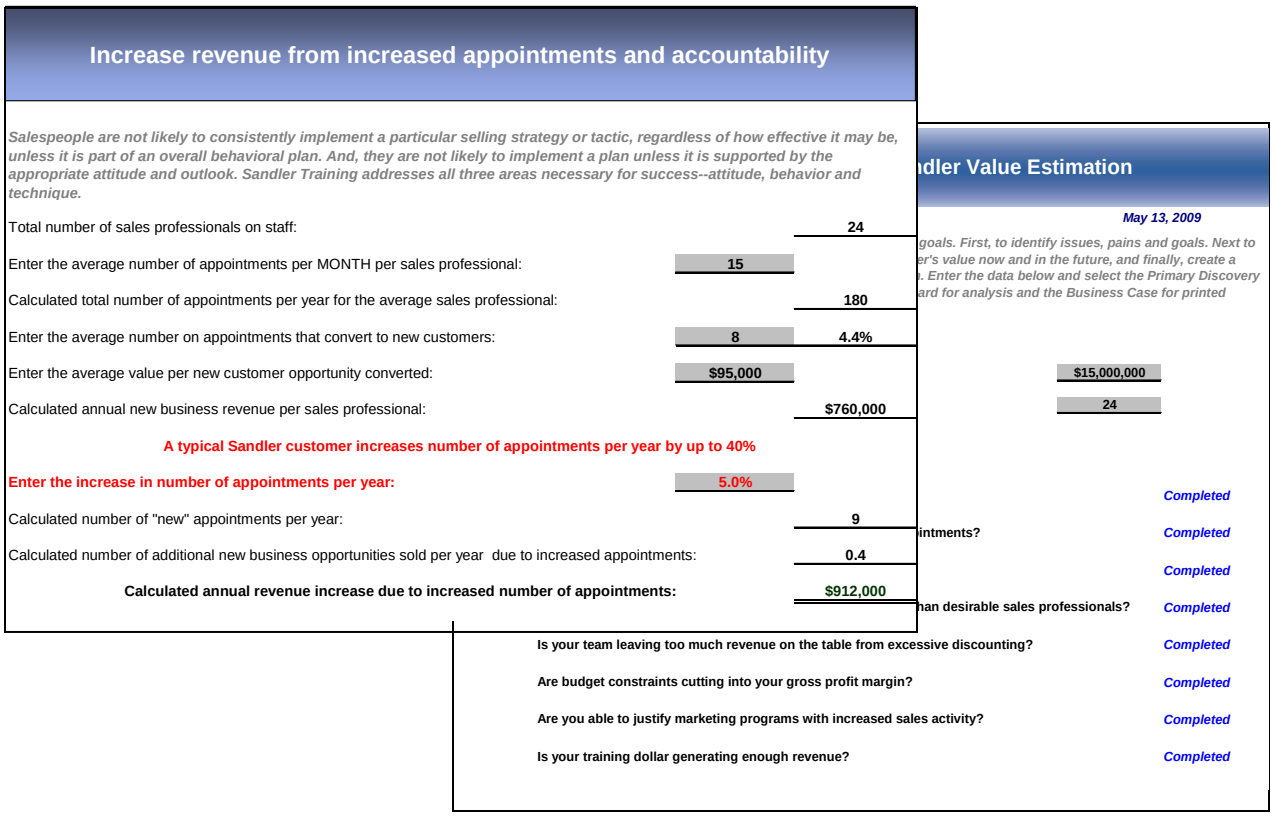
ROI *Selling*

Discovery Analysis

When prospects tell you they feel one of the pains you are probing for with your Pain Discovery Questions (PDQ) you follow-up with needs analysis questions relevant to the key pains. ROI *Selling* provides your sales team with a custom set of quantitative based questions that will not only provide them with a place to enter the answers, but also increase their credibility throughout the sales process. Each question will help establish their current cost of status quo and, drive a value that will resolve an issue, pain, or goal your prospect has expressed to you they are experiencing.



Increase revenue from increased appointments and accountability

Salespeople are not likely to consistently implement a particular selling strategy or tactic, regardless of how effective it may be, unless it is part of an overall behavioral plan. And, they are not likely to implement a plan unless it is supported by the appropriate attitude and outlook. Sandler Training addresses all three areas necessary for success--attitude, behavior and technique.

Total number of sales professionals on staff:		24
Enter the average number of appointments per MONTH per sales professional:	15	
Calculated total number of appointments per year for the average sales professional:		180
Enter the average number on appointments that convert to new customers:	8	4.4%
Enter the average value per new customer opportunity converted:	$95,000	
Calculated annual new business revenue per sales professional:		$760,000

A typical Sandler customer increases number of appointments per year by up to 40%

Enter the increase in number of appointments per year:	5.0%	
Calculated number of "new" appointments per year:		9
Calculated number of additional new business opportunities sold per year due to increased appointments:		0.4
Calculated annual revenue increase due to increased number of appointments:		$912,000

ndler Value Estimation

May 13, 2009

goals. First, to identify issues, pains and goals. Next to er's value now and in the future, and finally, create a . Enter the data below and select the Primary Discovery ard for analysis and the Business Case for printed

	$15,000,000
	24

	Completed
intments?	Completed
	Completed
han desirable sales professionals?	Completed
Is your team leaving too much revenue on the table from excessive discounting?	Completed
Are budget constraints cutting into your gross profit margin?	Completed
Are you able to justify marketing programs with increased sales activity?	Completed
Is your training dollar generating enough revenue?	Completed

Busy executives are sometimes difficult to pin down for a meeting. Respecting their time is essential to your success in selling to them. The ROI Selling questionnaire will ensure you ask the right questions to the right stakeholder. We provide a detailed list of questions that are used to calculate the value your products and services offer. Each answer is entered into your customized pain discovery questionnaire and summarized results appear on the ROI Selling Financial Dashboard and Business Case Analysis. Helping you reduce the sales cycle, reduce your cost of sale and increase your close ratios. In addition, the pain discovery questionnaire updates the C-Suite calculations.

ROI4Sales
sales tools to drive value