

SALES PLANNING GUIDELINES

- I. Describe your sales situation.
- II. Using the following outline, develop a plan to effectively deal with this situation.
 - A. Determine your self-interest.
 - B. Identify the people in your customer's organization who stand between you and success or failure.
 - C. Determine their self-interest
 - D. Develop a strategy to connect the customer's self-interest with yours.
 - E. Assess the status of your relationship with these people.
 - If you have no relationship, how do you plan to develop one?
 - If your relationship is negative, how do you plan to repair it?
 - F. Develop a strategy to make sure that when you open the discussion with a customer, you *talk to customer about what he or she wants first and then show him or her how to get it.*
 - G. How do you plan to:
 - Get this customer to follow through?
 - Reinforce the customer's behavior when they do follow through?
 - H. How do you plan to maintain a close working relationship with this customer?
 - I. Develop a way to remind yourself to effectively execute the PRAM Model on a continual and consistent basis.