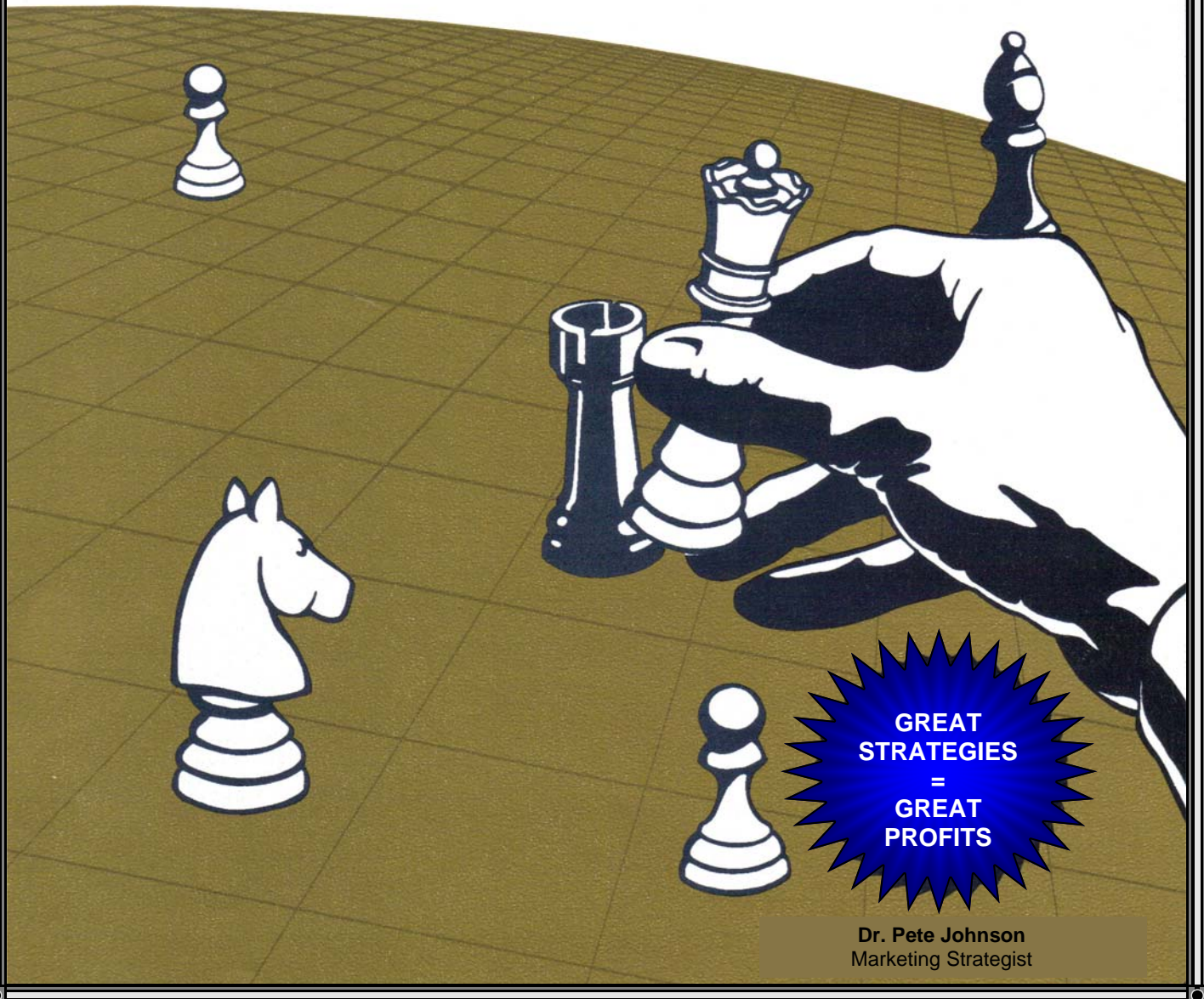


COMPETITIVE STRATEGIC SELLING

**“How to Out-Think, Out-Smart, Out-Maneuver
and Out-Sell Your Competition.”**



**GREAT
STRATEGIES
=
GREAT
PROFITS**

Dr. Pete Johnson
Marketing Strategist

FOREWORD

It is a well-known fact that long hours of hard work are required to reach the very top in business. *Strategic Achievers*, by and large, are driven by a passion for work that is quite as powerful as any other human drive. Their work takes precedence over hobbies, vacations, children, even spouses. Business Executives who lack this overpowering commitment, will almost certainly be eclipsed by those who do have it.



Dr. Pete Johnson
Marketing Strategist

Strategic Achievers cheerfully admit that they are workaholics. They are often so intent on work that they look upon vacations as a nuisance. They tend to prefer long weekends rather than vacations because, after being away from the action for a few days, they begin to get jumpy.

The *Strategic Achiever* requires an extraordinary amount of energy to satisfy this passion for work. Many a talented young business executive has failed to get ahead, simply because they were not built to take the grind. Keep in mind, "Thoroughbreds are bred to race."

To confess fatigue is often regarded by *Strategic Achievers* as an admission of weakness or lack of dedication. This can sometimes become a problem for subordinates, because others seldom work at this same level of intensity or pace. One *Strategic Achiever* admits, "You think everyone's on the same wavelength that you are, and then you find that you are burning out your team."

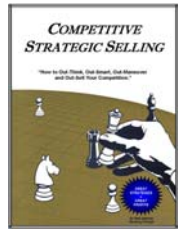
Money may draw people to business in the first place, but it is not what motivates them to reach the very top. **POWER** is. Of course they possess an above average level of intelligence, which is a prerequisite for the executive who hopes to reach the very pinnacle of business.

Strategic Achievers are extremely competitive and take intense pleasure in winning. People who disdain or fear competition never get very far in business, because what long term business success really boils down to is an endless series of hard fought contests. They understand that simply working hard is just not enough; but rather it is doing the right things, at the right times, and most important of all, for the right reasons. This is what truly separates the *Strategic Achievers* from their highly motivated professional counterparts.

Strategic Achievers are compulsively curious. This characteristic manifests itself quite early in their careers. The budding *Strategic Achiever* refuses to stay put and wanders from their office through other departments. They tend to ask questions, offering suggestions and generally make a nuisance of themselves. Even after they have moved up within the company, the *Strategic Achiever* remains obsessed with details.

The *Strategic Achiever* is a masterful opportunist, keenly alert to any chance for personal advancement. They are tougher and more aggressive than other people. They also know how to get along with and how to integrate themselves with others on their way up. Above all, they are true believers. They believe in themselves, in their jobs, in their companies, in their products and services, and they believe in the free enterprise system. And of course, why shouldn't they? It certainly has worked for them.

“PROGRAM OVERVIEW”



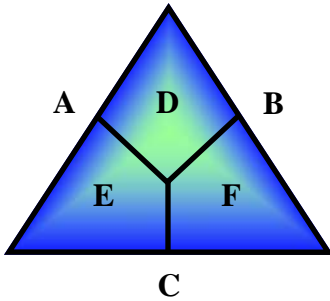
THE ULTIMATE OBJECTIVE

“To definitively establish in precise terms the strategic identity, image and reputation of your specific company, your products and your services such that in the mind of your targeted marketplace there could be no acceptable alternative available anywhere... regardless of price.”

PRIME DIRECTIVE



CRITICAL KEYS GOVERNING STRATEGIC SUCCESS



- | | |
|----------|----------|
| A. _____ | D. _____ |
| B. _____ | E. _____ |
| C. _____ | F. _____ |

COMPARATIVE ANALYSIS

1a. _____	b. _____
2a. _____	b. _____
3a. _____	b. _____
4a. _____	b. _____
5a. _____	b. _____

PRACTICAL STRATEGIES AND GROUNDRULES

STRATEGY BY DESIGN

Step #1: _____

Step #2: _____

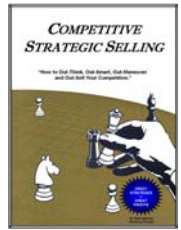
Step #3: _____

Step #4: _____

Step #5: _____

Step #6: _____

“WHY SALES STRATEGIES FAIL”



In spite of our conscientious efforts to work smart and get ahead, there are many factors which can inhibit our overall success. We do not have to subscribe to all of them. Sometimes, only a few in combination may result in our ultimate demise. As you review this list, keep a conscious lookout. Should any of these symptoms become evident, adjust your STRATEGY and initiate immediate corrective action.

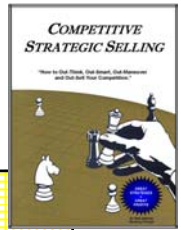
Instructions: Evaluate and Rate yourself on each issue. Rating Scale is 8 = major significant negative impact, 1 = negligible significant negative impact. Then, total your score. Please keep in mind... Lower Scores are best, Higher Scores indicate greater danger.

SYMPTOMS OF DANGER

- 1. Failure to: Accurately Define High Profit Vertical Markets.
- 2. Failure to: Realistically Analyze Downside Risks.
- 3. Failure to: Research and Analyze Market's Decision Behavior.
- 4. Failure to: Establish a Unique and Vital Target Market Identity.
- 5. Failure to: Define Every Critical Element Impacting Marketing Campaigns.
- 6. Failure to: Gain Total Commitment and Support of Senior Management.
- 7. Failure to: Gain Cooperation and Support of Key Departments Involved.
- 8. Failure to: Package and Price Products / Services Accurately.
- 9. Failure to: Establish Effective Channels of Distribution.
- 10. Failure to: Identify or Communicate Effectively with Target Markets.
- 11. Failure to: Develop Broad Market Visibility and Exposure.
- 12. Failure to: Develop and Maintain Significant Penetration / Momentum.
- 13. Failure to: Anticipate or Counter the Retaliation by Market Leaders .

TOTAL OVERALL RATING

“CURRENT CRITICAL STRATEGIC ISSUES”



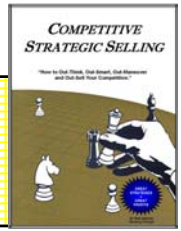
Name: _____ Date: _____ Group: _____
 Industry: _____ Product Line: _____ Founded: _____

ASSIGNMENT GUIDLINES

- Step 1.** Identify every (all) current critical issues, problems and challenges which you feel might impeded the accomplishment of your overall goals and objectives. If possible, please list your issues using 3 - 4 word bullet points.
- Step 2.** Identify all of the key target dates related to each issues.
- Step 3.** Identify what you feel are currently your Top 3 highest priority issues.

Strategic Issues / Challenges / Problems	Key Date	Priority
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____
15. _____	_____	_____
16. _____	_____	_____

"MY 1-SHEET STRATEGIC SALES PLAN"



Name: _____ **Date:** _____ **Group:** _____
Industry: _____ **Product Line:** _____ **Founded:** _____

A. Mission / Vision Statement:

B. Strategic Theme: _____

C. Top 5 Targeted Performance Goals:

	<u>Last Year</u>	<u>This Year</u>	<u>Next Year</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____

D. Top 5 Major Objectives / Targeted Accomplishments:

	<u>Lead / RM</u>	<u>Target Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

E. Key Strategies:

	<u>Lead</u>	<u>Role Model</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

F. Top 3 Current Critical Issues / Challenges:

	<u>POC</u>	<u>Critical Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

G. Immediate Strategic Priorities / Follow-Up TIP Actions:

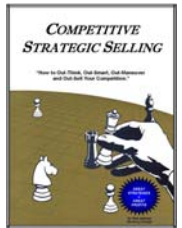
<u>Follow-Up Action Items</u>	<u>Lead</u>	<u>Date</u>	<u>Status</u>	<u>Next Action</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

(3 - MONTHS)

(BLUE-SHEET)

TO GET WHAT WE WANT WE MUST CHANGE WHAT WE DO!

“THE ANNUAL SALES MEETING”



THE PLANNING STAGE

1. Define and Clarify the Retreat's Goals, Objectives and Current Critical Action Issues.
2. Designate the Planning Retreat Coordinator, Their Detailed Roles and Responsibilities.
3. Identify All Participants to be Involved, Their Roles and Responsibilities.
4. Select a Recording Admin Person to Maintain Comprehensive Minutes of the Retreat.
5. Select an Appropriate Meeting Date, Location, Facility and Room Setup.
6. Identify and List all Critical Elements and Details Relating to the Retreat.

THE PREPARATION STAGE

1. Select an Objective, Neutral Third-Party to Chair and Facilitate the Planning Retreat.
2. Develop a Retreat Outline, Agenda, and Timetable for the Meeting.
3. Send Out Formal Invitations and an Overview of the Meeting's Goals and Objectives.
4. Segment All Participants into Equally Balanced Focus-Teams.
5. Send a Formal Orientation Package and Appropriate Preliminary Homework Assignment Approximately Two Weeks Prior to the Meeting to Stimulate Anticipation.
6. Double Check All Reservations, Participants and Details Related to the Meeting.

THE MEETING STAGE

1. Each Team Will Select a Team Spokesperson, Team Scribe and Team Name.
2. The Overall Objective is Comprehensive Highly Focused Discussion on Ideas, Suggestions and Recommendations for Further Improvement and Enhancement.
3. Keep All Team Discussions Upbeat, Positive, Pro-Active and Productive.
4. Inter-Team Orientation Should Be Lightly Competitive yet Supportive.
5. Summarize All Issues Discussed and Make Appropriate Detailed Recommendations.
6. Summarize All Follow-up Actions to be Taken and Specifically Who is Involved.

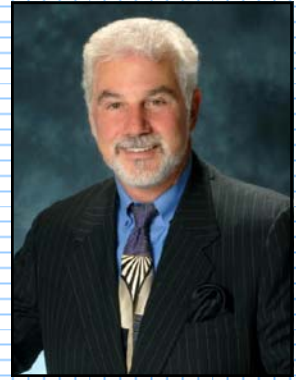
THE FOLLOW-UP STAGE

1. Define, Set Up and Schedule All Key Follow-up Committees and Task-Forces.
2. Review, Summarize, Edit and Distribute a Copy of All Recommendations, Key Points and Follow-up Action Items Resulting from the Meeting to All Participants.
3. Define, Set Up, Coordinate and Monitor the Follow-up Implementation Timetable.
4. Review, Evaluate, Analyze and Fine-Tune All Key Strategic Ingredients with the Strategic Advisor for Format, Clarity and Strategic Soundness.
5. Complete Proposed Focus Stage and Present to the Board for Review and Ratification.
6. Define and Set Up Planning Teams and Focus Groups to Provide Detailed Employee And Customer Input for Both Analysis and Planning Stages.

A
WORKING
STRATEGIC
SALES PLAN

"GREAT STRATEGIES = GREAT PROFITS."

(SECTION - B)

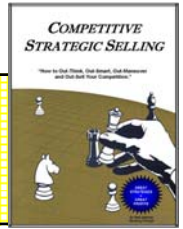


RESULTS

are the NAME of the GAME

“If you are **completely**
satisfied with the level of
results and success your
current Strategies and Plans
are presently producing, then
stay with them. If not...
Seriously consider rethinking
and re-engineering them
IMMEDIATELY!”

“MY 1-SHEET STRATEGIC SALES PLAN”



Name: _____ Date: _____ Group: _____
 Industry: _____ Product Line: _____ Founded: _____

A. Mission / Vision Statement:

B. Strategic Theme: _____

C. Top 5 Targeted Performance Goals:

	<u>Last Year</u>	<u>This Year</u>	<u>Next Year</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____

D. Top 5 Major Objectives / Targeted Accomplishments:

	<u>Lead / RM</u>	<u>Target Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

E. Key Strategies:

	<u>Lead</u>	<u>Role Model</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

F. Top 3 Current Critical Issues / Challenges:

	<u>POC</u>	<u>Critical Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

G. Immediate Strategic Priorities / Follow-Up TIP Actions:

<u>Follow-Up Action Items</u>	<u>Lead</u>	<u>Date</u>	<u>Status</u>	<u>Next Action</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

(3 - MONTHS)

(BLUE-SHEET)

TO GET WHAT WE WANT WE MUST CHANGE WHAT WE DO!

“MY 1-SHEET STRATEGIC SALES PLAN-B”

(BLUE-SHEET)

TO GET WHAT WE WANT WE MUST CHANGE WHAT WE DO!

H. Biggest Current Customers:	<u>Our POC</u>	<u>Key Cont.</u>	<u>2005\$</u>	<u>2006\$</u>	<u>#1 Competitor</u>
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____	_____

I. Biggest New Sales Opportunities:	<u>POC</u>	<u>Key Cont.</u>	<u>Potl.\$</u>	<u>Key Issue</u>	<u>#1 Competitor</u>
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____	_____

J. Top Direct Competitors:	<u>Sales</u>	<u>Strengths</u>	<u>Our Advantage</u>	<u>Key Professionals</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____

K. Our Strategic Plan Wish List / Critical Elements for Improving Success:

1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

L. Performance-On-Goal / Progress-On-Plan:

<u>Goals / Objectives</u>	<u>Lead</u>	<u>Date</u>	<u>Status</u>	<u>Next Action</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

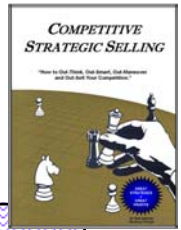
M. Strategic Planning Team:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

N. Quarterly Performance Review Schedule:

<u>Review Dates</u>	<u>Location / Time</u>	<u>Meeting Lead</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

“A WORKING STRATEGIC SALES PLAN”



**UNDER
DEVELOPMENT**

PHASE IV

Page 10: _____

Page 9: _____

PHASE III

Page 8: _____

Page 7: _____

PHASE II

Page 6: _____

Page 5: _____

Page 4: _____

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PHASE I

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Page 1: _____

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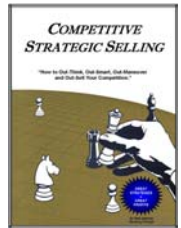
Executive Overview

**“The ABC Company”
Annual Strategic Sales Plan**

“STRATEGIC OVERVIEW”

**UNDER
DEVELOPMENT**

PAGE - 1 / FOCUS PHASE



A. COMPANY BACKGROUND HISTORY / PAST STRATEGIC MILESTONES:

i.e.; Established - Dec. 1975, Moved into Alton Blvd. Complex - Feb. 1977, New IT System - Apr. 2002, etc.

B. CURRENT ORGANIZATIONAL STRUCTURE / CHART:

C. DETAILED PERFORMANCE MEASUREMENTS and FIVE YEAR TREND SUMMARY:

i.e.; # Units Sold, Total # Customers, Total Annual Revenue \$, Annual Gross Profit \$, Annual Net Profit \$, % Marketshare, Average \$ / Customer, Total # Employees, Average \$ / Employee, Employee Turnover R.O.A., R.O.E., R.O.I., Cust. Satisf. Index Rating, etc.

* Set up Year-By-Year i.e.: 1994#, %Ch, 1993#, %Ch, 1992#, %Ch, 1991#, %Ch, 1990#, 5-Yr. Avg. %

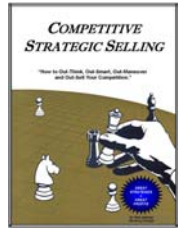
D. CURRENT STRATEGIC COMPETENCIES / STRENGTHS:

E. PAST TWELVE MONTHS NOTABLE ACHIEVEMENTS:

F. CURRENT CRITICAL ISSUES, PROBLEMS, CHALLENGES:

G. FUTURE POTENTIAL OPPORTUNITIES:

“STRATEGIC GOALS AND OBJECTIVES”



UNDER DEVELOPMENT

PAGE - 2 / FOCUS PHASE

A. Mission / Vision Statement:

B. Strategic Theme: _____

C. Top 5 Targeted Performance Goals:

	<u>Last Year</u>	<u>This Year</u>	<u>Next Year</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____

D. Top 5 Major Objectives / Targeted Accomplishments:

	<u>Lead / RM</u>	<u>Target Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

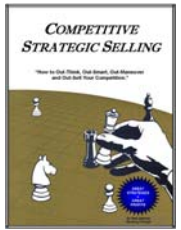
E. Key Strategies:

	<u>Lead</u>	<u>Role Model</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

F. IMMEDIATE STRATEGIC PRIORITIES:

<u>Action Items</u>	<u>Lead</u>	<u>Date</u>	<u>Status</u>	<u>Next Action</u>
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
Etc. _____	_____	_____	_____	_____

“TARGET MARKET RESEARCH / ANALYSIS”



UNDER DEVELOPMENT

PAGE - 3 / ANALYSIS PHASE

A. STRATEGIC OBJECTIVES:

1. To methodically define, analyze, prioritize and continually reevaluate the TOP-10 most strategically profitable business (sales) opportunities based upon; (a) probability to capture, (b) how soon to capture and (c) the increase in sales volume it represents.
2. To methodically define analyze, prioritize and continually reevaluate all of the essential “Vital Data Units” critical to the systematic forward progress in capturing each target account’s sales goals.
3. To methodically define, analyze, prioritize and continually fine tune the detailed account strategies and actions necessary in the expeditious capturing of each targeted sales goals.

B. TARGET MARKET SEGMENTATION:

<u>BIGGEST CURRENT CUSTOMERS:</u>	<u>MOST “MAKEABLE” OPPORTUNITIES:</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
Etc. _____	
<u>HIGHEST INDUSTRY VOLUME:</u>	<u>MOST STRATEGICALLY INFLUENTIAL:</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
Etc. _____	Etc. _____

C. CUSTOMER KEY CONTACT ANALYSIS:

<u>Contact Level</u>	<u>Total</u>	<u>Key Contact Names</u>
1. Executive Management	_____	_____
2. Key Decision-Makers	_____	_____
3. Actual End Users	_____	_____
4. Key Influences	_____	_____
5. Critical Supporters	_____	_____

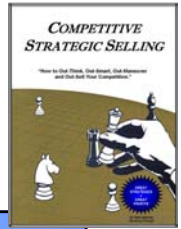
D. ACCOUNT PENETRATION PERFORMANCE ANALYSIS:

1. How big is the entire pie? _____
2. How big is our slice of the pie? _____
3. Who has the biggest slice of the pie? _____
4. How big is their slice of the pie? _____
5. What are they doing right? _____
6. What might they be doing wrong? _____
7. How do we currently measure up? _____
8. What specifically must we do to be #1? _____

E. ANNUAL CUSTOMER SATISFACTION SURVEY:

<u>Sample Criteria</u>	<u>Priority</u>	<u>Rating</u>	<u>Suggestions for Improvement</u>
1. Personal Service	_____	_____	_____
2. Easy to Work With	_____	_____	_____
3. Competitive Pricing	_____	_____	_____
4. Communications Integrity	_____	_____	_____
5. Consistent Quality	_____	_____	_____
6. Timely Delivery	_____	_____	_____
7. Follow-up Support	_____	_____	_____
8. Other: _____	_____	_____	_____

“STRATEGIC ACCOUNT ANALYSIS”

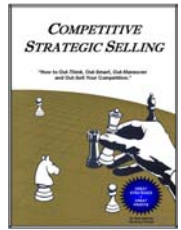


**UNDER
DEVELOPMENT**

PAGE - 4 / ANALYSIS PHASE

<u>Account</u>	<u>C.Volume</u>	<u>P.Volume</u>	<u>Key Contact</u>	<u>Position</u>
A. TOP-10 Biggest Current Customers based upon Sales Volume:				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
Etc. _____	_____	_____	_____	_____
B. TOP-10 Most “Make-able” Business Opportunities capable of placing orders within the next three months based on <u>Probability to Close</u>:				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
Etc. _____	_____	_____	_____	_____
C. TOP-10 Largest Total Volume Buyers in the entire territory based upon our current productline capabilities:				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
Etc. _____	_____	_____	_____	_____
D. TOP-10 Most Strategically Influential Individuals in the territory capable of definitively increasing our sales volume based upon the next three months:				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
Etc. _____	_____	_____	_____	_____

“COMPARATIVE COMPETITIVE ANALYSIS”



**UNDER
DEVELOPMENT**

PAGE - 5 / ANALYSIS PHASE

A. COMPETITIVE INTELLIGENCE SYSTEM SETUP:

1. Designate a Competitive Intelligence Coordinator, 2. Setup a Competitive Research and Analysis File Cabinet and Log-Out System, 3. Define and Setup a Competitive Intelligence Lookout Network, 4. Define and Distribute a Competitive Analysis “Get List” to All Network Personnel, 5. Distribute a Monthly Competitive Hot List Update Report to All “Need-To-Know” Personnel.

B. COMPETITIVE RESEARCH and ANALYSIS GROUPINGS:

<u>DIRECT LOCAL COMPETITORS:</u>	<u>TOP INDUSTRY PERFORMERS:</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
Etc. _____	Etc. _____
<u>POTENTIAL “UP and COMERS”:</u>	<u>NON-INDUSTRY ROLE MODELS:</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
Etc. _____	Etc. _____

C. COMPETITIVE INTELLIGENCE PROFILE: (Key Vital Data Units)

1. Length of Experience, 2. Unique Positioning Factor, 3. Product / Service Specialization, 4. Key Vertical Markets, 5. Comparative Pricing Structure, 6. Comparative Packaging Design, 7. Comparative Marketing Strategy, 8. Estimated Volume / Revenues, 9. Key Leaders / Performers, 10. Key Factors of Success.

D. COMPETITIVE ANALYSIS CHARTS: (Visual Display Tracking)

1. Group by Category and Priority, 2. List All Comparative Data, 3. Corporate Key Personnel, 4. Detailed Product Photographs, 5. Competitive Intelligence Dossiers, 6. Review and Update Quarterly.

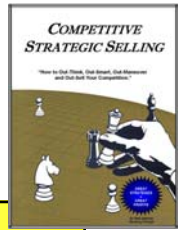
E. COMPETITIVE INTELLIGENCE DOSSIERS: (Detailed File Folders)

1. Detailed Background Profile, 2. Promotional Brochures, 3. Annual Reports, 4. 10K Reports, 5. Publication Advertisements, 6. Media Advertisements, 7. Sample Price Lists, 8. Product Catalogs, 9. Actual Product Samples, 10. Sample Client Proposals, 11. Terms and Conditions.

“TERRITORY MANAGEMENT ANALYSIS”

**UNDER
DEVELOPMENT**

PAGE - 6 / ANALYSIS PHASE



<u>CRITICAL ELEMENTS</u>	<u>STATUS</u>	<u>STRATEGIC ENHANCEMENTS</u>
---------------------------------	----------------------	--------------------------------------

A. <u>TERRITORY MANAGEMENT SYSTEM:</u>		
---	--	--

1. Every Possible Organization	_____	_____
2. Every Key Contact	_____	_____
3. Current Referral Sources	_____	_____
4. Target Call Analysis	_____	_____
5. Activity Performance Analysis	_____	_____
6. Client Status Analysis	_____	_____
7. Technical Support Evaluation	_____	_____
8. Other: _____	_____	_____

B. <u>TECHNICAL SALES EXPERTISE:</u>		
---	--	--

1. Product Knowledge	_____	_____
2. Prospecting Expertise	_____	_____
3. Qualification Expertise	_____	_____
4. Strategic Relationships	_____	_____
5. Presentation Expertise	_____	_____
6. Proposal Expertise	_____	_____
7. Closing Negotiations	_____	_____
8. Other: _____	_____	_____

C. <u>SALES SUPPORT RESOURCES:</u>		
---	--	--

1. Initial Contact Brochures	_____	_____
2. Follow-up Contact Package	_____	_____
3. Proposal Package	_____	_____
4. Product Demonstrations	_____	_____
5. Technical Data Sheets	_____	_____
6. Endorsement References	_____	_____
7. Client Site Visits	_____	_____
8. Other: _____	_____	_____

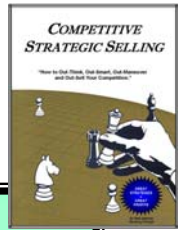
D. <u>SUPPORT SYSTEM:</u>		
----------------------------------	--	--

1. Telephone Systems	_____	_____
2. Correspondence Systems	_____	_____
3. Systems Send Out Material	_____	_____
4. Market List Systems	_____	_____
5. Meetings / Communications	_____	_____
6. Project Status Systems	_____	_____
7. Customer Focus Groups	_____	_____
8. Other: _____	_____	_____

“RECOMMENDATION ACTION PLAN”

**UNDER
DEVELOPMENT**

PAGE - 8 / PREPARATION PHASE



Discussion Topic: _____ **Topic #:** _____

Team Spokesperson: _____ **Team Scribe:** _____

A. KEY / CRITICAL ISSUES:

1. _____

2. _____

3. _____

etc. _____

B. THE “IDEAL” FIX:

1. _____

2. _____

3. _____

4. _____

5. _____

etc. _____

C. A “REALISTIC” PROPOSED GAME PLAN:

1. _____

2. _____

3. _____

4. _____

etc. _____

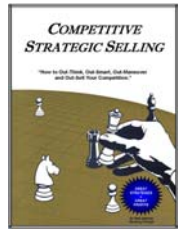
D. “TIP” FOLLOW-UP ACTION ITEMS:

<u>“TIP” Action Item</u>	<u>Lead</u>	<u>Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
Etc. _____	_____	_____

“STRATEGIC IMPLEMENTATION PLAN”

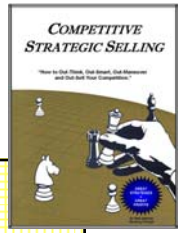
**UNDER
DEVELOPMENT**

PAGE - 9 / INTENSITY PHASE



<u>Critical Elements</u>	<u>Process Driver</u>	<u>Date</u>	<u>Status</u>	<u>Next Action</u>
A. <u>PROSPECTING:</u>	Coordinator: _____			
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
B. <u>PROMOTIONAL MATERIAL:</u>	Coordinator: _____			
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
C. <u>MARKETING and SALES:</u>	Coordinator: _____			
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____
D. <u>OPERATIONS / ADMINISTRATION:</u>	Coordinator: _____			
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
6. _____	_____	_____	_____	_____

“PROPOSED COURSE OF ACTION BRIEFING”



Topic: _____ Date: _____

Team: _____ Team Spokesperson: _____

A. Define All Specific Goals and Objectives:

1. _____
2. _____
3. _____

B. List All Pertinent Critical Issues:

1. _____
2. _____
3. _____

C. List All Key People Involved or Affected:

1. _____
2. _____
3. _____

D. PROPOSED TACTICAL ACTION PLAN:

<u>Step #</u>	<u>Action Item</u>	<u>Process-Driver</u>	<u>Date</u>	<u>Status</u>
Step #1:	_____	_____	_____	_____
Step #2:	_____	_____	_____	_____
Step #3:	_____	_____	_____	_____
Step #4:	_____	_____	_____	_____
Step #5:	_____	_____	_____	_____
Step#6:	_____	_____	_____	_____
Step Etc:	_____	_____	_____	_____

E. Outline All Associated Costs or Risk:

1. _____
2. _____
3. _____

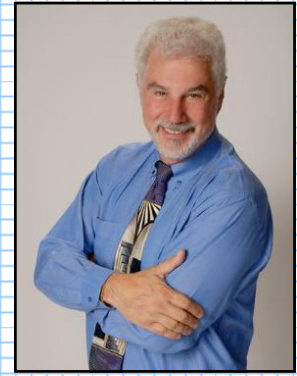
Team Members: _____

***COMPETITIVE
SALES STRATEGIES
AND
TECHNIQUES***

*“Competitive Strategic Selling”
(The “SEAL Team” Selling System)*

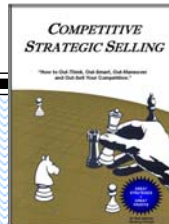
(SECTION - C)

“STRATEGIC”



**The deliberate
commitment of current
resources in an all-out
effort to create an
overwhelming impact
on a precisely defined
set of targeted, highly
leveragable objectives
thus producing...**

“The Domino Effect”.

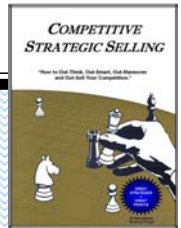


WHY PEOPLE BUY

- #1. They MUST
“LIKE” You.

- #2. They MUST
“TRUST” You.

- #3. They CAN
“COST-JUSTIFY”
Their Decision
Based Upon Logic
and Reason.



COMPETITIVE SALES FOCUS

STEP #1

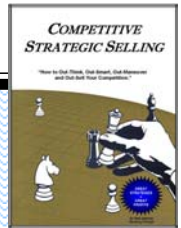
Sell The
Personal Relationship.

STEP #2

Sell The
Incomparable Value.

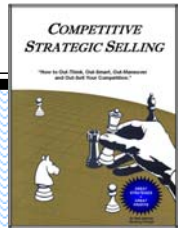
STEP #3

Sell The
Company's Reputation.



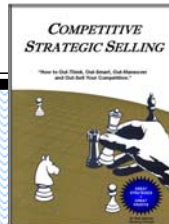
COMPETITIVE SALES GROUND RULES

- #1. Uniqueness of Every Situation.
- #2 Organized Preparation.
- #3. Flexibility / Adaptability.
- #4. Collective Specialization.
- #5. Immediate Strategic Responsiveness.



“THE SEAL TEAM SELLING PROCESS”

- #1. Detailed “**Customer-Specific**” Competitive Strategy and Critical “**Strategic Angle of Attack**”.
- #2. Comprehensive Premeditated “**Reconnaissance Strategy**” and Detailed Intelligence Gathering / Analysis.
- #3. Detailed Critical-Contact “**Strategic Alignment**”, Bonding and Leveraging.
- #4. Pitch-Meeting’s Detailed Strategy Design and “**Strategic Preparation**”.
- #5. Detailed Account-Specific Proposal Design and “**PreMeeting Bonding**” / Alignment Contact.
- #6. Onsite Customer “**Pitch-Meeting**” and Detailed Mutual “**Go Forward**” Action Plan.
- #7. Detailed Post Meeting “**Strategic-Follow-up**” and Demonstration of Competitive “**Attention-to-Detail**”.



“SEAL TEAM” ROLES & RESPONSIBILITIES”

A. SALES REP:

1. Comprehensive Detailed Territory Management.
2. Ferret Out Every Business Opportunity “Of Consequence”.
3. Clarification of Every Priority Project “In-Play”.
4. Comprehensive Detailed Key Account Information.
5. Key Account Critical Contact Bonding and Strategic Alignment.
6. Coordination of All Information and Logistical Details.
7. Detailed Premeeting preparation Briefing and Critical Action Reports.
8. Detailed Post Meeting Debriefing Follow-up and Progress Reports.
9. Formal Proposal Design and Development.
10. Formal Proposed Presentation.

B. RECON SUPPORT REP:

1. Unique Key Account Bonding and Alignment Support.
2. ProActive Reconnaissance Observation and Information Gathering.
3. ProActive Ferreting of Confrontive Critical Issues.
4. ProActive Confrontation Interference and Objection Neutralization.
5. Objective Debriefing Input and Strategic Assessment.

C. SALES NEGOTIATOR:

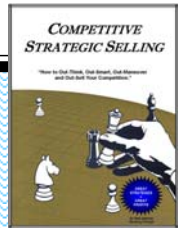
1. Detailed Strategic and Tactical Assessment / Analysis.
2. Detailed Key Account Strategic Alignment Strategy.
3. Proposal Design and Preparation - Technical Input / Support.
4. “Pitch” Meeting Design and Preparation - Technical Input / Support.
5. Unique “Pitch” Meeting Technical Negotiating Expertise.
6. ProActive Ferreting of Confrontive Critical Issues.
7. Effective Technical “Deal” Closing Expertise.

D. SALES MANAGER:

1. Authoritative Presence and Demonstration of Interest.
2. Detailed Recording of Critical “Deal” Issues, Attributes and Parameters.
3. Final Confirmation of Positive Commitment and Intent.
4. Contingency Escape Route.

E. CUSTOMER SUPPORT SPECIALIST:

1. Demonstration of Interest and Hands-On Service Support.
2. Communication Connection with “Friend-in-the-Castle”.
3. Detailed Insight and Input Regarding Support Related Issues.
4. Detailed Follow-up Action on Critical Support Related Issues.



“WEEKLY BUSINESS DEVELOPMENT MEETING”

A. STRATEGIC OBJECTIVES:

1. To methodically reassess, re-evaluate, requalify and reprioritize the Company's TOP-10 most strategically critical Business Development Opportunities and to strategically map out every critical element of significance, the priority / urgency of essential follow-up actions and the crucial individual responsibilities essential in the immediate achievement of measurable success.
2. To proactively expand and enhance the technical and professional skills, talents, expertise and cohesiveness of our Business Development Unit.

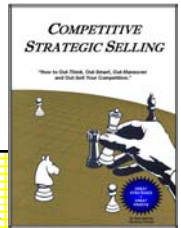
B. DESIGNATED PRIORITY ATTRIBUTES:

1. Probability for Capture.
2. Immediate Deliverable Business Revenue.
3. Urgent Critical Strategic Priority Action.
4. Critical Current Customer Satisfaction Attention.

C. WEEKLY MEETING FORMAT:

1. Designate a specific day of the week, time and duration for the weekly Business Development Meeting.
2. Each Account Manager (Marketing Rep., etc.) shall define and maintain a weekly updated list of their TOP-10 highest priority Business Development Opportunities based upon the designated qualification priority attributes as well as all essential account background and progress data essential in the methodical closing of each account.
3. All account data and information will be maintained and updated on a centrally accessible Sales Information System and will be a primary responsibility of each Account Manager.
4. Each Account Manager will submit all Account update information on each of their TOP-10 accounts along with an updated prioritization ranking by twenty-four hours prior to the scheduled weekly meeting. They will also include the complete account profile of their top two accounts for detailed account strategy discussions during the meeting.
5. Copies of all relevant account information is forwarded to all members of the Business Development “SEAL Team” unit within twenty hours prior to the meeting for their thorough review, analysis and suggestions during the meeting discussions.
6. The purpose and format of the meeting is to define the Company's Number One (#1) Priority Business Development Opportunity requiring immediate priority action during the course of the next four business days. The focus of discussion will address specifically what needs to be done, by whom and when. The purpose of this meeting is NOT to communicate key information (which should have been addressed through the premeeting reports) but rather detailed discussions on critical strategies, actions and the collaborative support necessary to achieve measurable bottomline progress.
7. Detailed notes will be taken during the course of the meeting regarding all key follow-up priorities so as to insure 100% follow through. If for any reason anyone feels uncertain of complying with any designated target dates, this is the time to speak out.
8. At any time any one senses a designated target date may not be achieved they are to contact the appropriate “Point of Contact” as early as possible in an effort to mobilize a contingency strategy if necessary.
9. At the conclusion of each meeting the designated chairperson will ask for additional suggestions regarding how to make next week's meeting even more productive and effective. Additional suggestions will be welcomed at any time.

“MEETING STRATEGY OUTLINE”



Company: _____	Date/Time: _____
Contact: _____	Location: _____
Project: _____	Time Frame: _____

A. MEETING GOALS and STRATEGIC OBJECTIVES:

1. _____
2. _____
3. _____

B. KEY STRATEGIC CONTACTS:

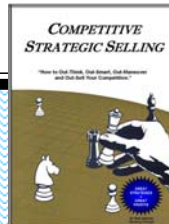
	<u>Name</u>	<u>Position</u>	<u>Level Importance</u>		<u>Level of Bonding</u>	
1.	_____	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____	_____

C. CRITICAL STRATEGIC ISSUES:

<u>Premeeting</u>	<u>Postmeeting</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

D. DETAILED STRATEGIC FOLLOWUP PRIORITIES:

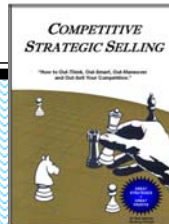
<u>Initiative</u>	<u>Date</u>	<u>Process Driver</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____



“COMPETITIVE STRATEGIC PROPOSAL FORMAT”

- A. Cover Letter**
- B. Executive Overview**
- C. Clarification of Objectives**
- D. Scope of Proposal**
- E. Evaluation Criteria**
- F. Detailed Deliverables**
- G. Current / Future Critical Issues**
- H. Proposed Multi-Phased Course of Action**
- I. Benefits and Advantages**
- J. Cost Projections by Phase**
- K. Proposed Timeline Chart**
- L. Follow-up Plan of action**
- M. Terms and Conditions (Signatures)**
- N. Credentials and References**

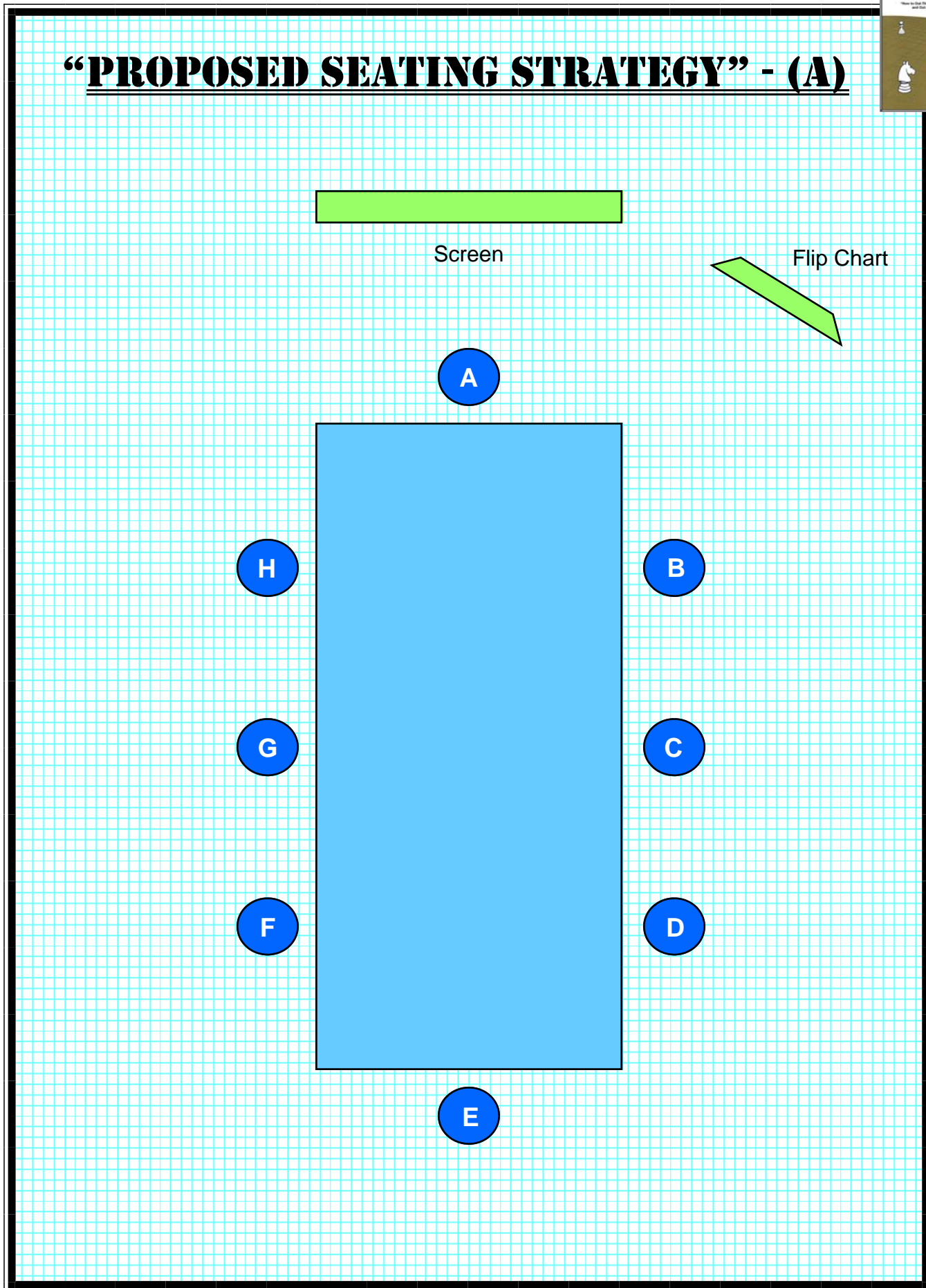
- ★ Preferably Comb Bound and Desktop Published**
- ★ Recommend an Autonomous Page-by-Page Format**

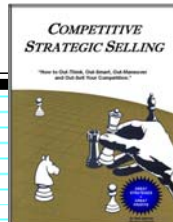


“STRATEGIC NEGOTIATING”

- A. The Deal:**
 - ◆ Our Position, Our Posture
- B. The Objectives:**
 - ◆ Ideal Outcomes (Us, Them)
- C. The Players:**
 - ◆ Critical Data, Bonding, Assessment
- D. The Issues:**
 - ◆ Us, Them, Deal Killers (Us, Them)
- E. The Deal Team:**
 - ◆ Roles and Responsibilities, Hats (White - Black), Titles
- F. The Read-Ahead Package:**
 - ◆ Cover Letter, Package Delivery
- G. The Pre-Meeting Recon:**
 - ◆ Bonding, Critical Info., Pre-Pitch, Lobbying, Neutralizing
- H. The Arena:**
 - ◆ Location, Set-up, Seating, Dress, Note Taking
- I. The Scripts:**
 - ◆ Intro (Titles, Cards)
 - ◆ Opening Statement (Operative Terms)
 - ◆ Transition Statement
 - ◆ Queuing Question Sequence
 - ◆ Interference
 - ◆ Counter Attack
 - ◆ Closing Statement
 - ◆ Bail-Out Statement
 - ◆ Exit Statement
- J. The Proposal Package:**
 - ◆ Packaging, Lead-in, Passing of Materials, Multi-Phased Approach, Costs, Course of Action, Action Plan, Timeline, Walk-through
- K. Pre-Meeting Strategy Briefing:**
 - ◆ Roles & Responsibilities, Walk-Through
- L. The Follow-Up Action Plan:**
 - ◆ “Move Forward,” Points of Contact, Timeline, Next Step, Next Meeting

“PROPOSED SEATING STRATEGY” - (A)

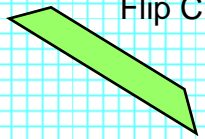




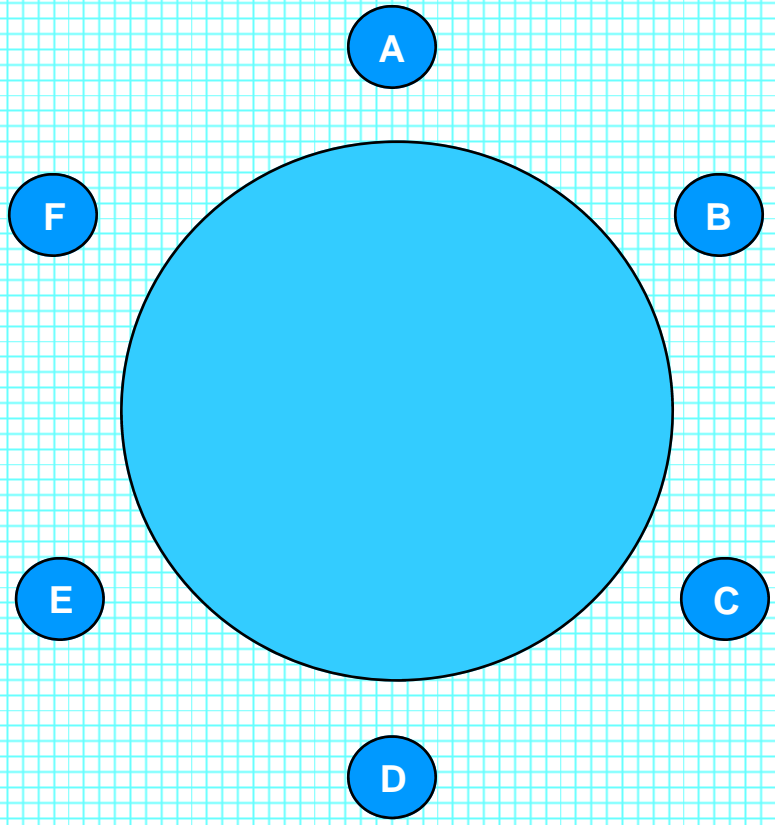
“PROPOSED SEATING STRATEGY” - (B)



Screen

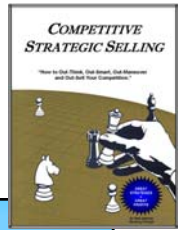


Flip Chart



“AFTER ACTION REVIEW”

(STRATEGIC DEBRIEFING SUMMARY)



To fully understand the dramatic difference between Progressive vs. Static Learning, you must first ask yourself, “How am I smarter today than I was yesterday, having lived through the variety of experiences lessons, information and ideas this day has brought me?”

In the next few minutes, review and respond to the following five questions, focusing on the “*Direct Practical Value*” of what you have learned as a result of this experience.

SITUATION: _____ **DATE:** _____

PARTICIPANTS: _____ **LOCATION:** _____

A. What Specific “**Goals Were Accomplished**” as a result of this situation?

1. _____
2. _____
3. _____
4. _____

B. What Specific “**Ideas Were Learned**” as a result of this situation?

1. _____
2. _____
3. _____
4. _____

C. What Specific “**Mistakes Were Made**” during the course of this situation?

1. _____
2. _____
3. _____
4. _____

D. What Specific “**Follow-up Actions Will Be Taken**” as a result of this situation?

1. _____
2. _____
3. _____
4. _____

E. If we had the opportunity to do it over again, “**What Would We Do Differently?**”

1. _____
2. _____
3. _____
4. _____

***PROFESSIONAL
DEVELOPMENT
AND
PERSONAL
GROWTH***

***“Competitive Strategic Selling”
(The “SEAL Team” Selling System)***

(SECTION - D)

STRATEGIC GROUNDRULES

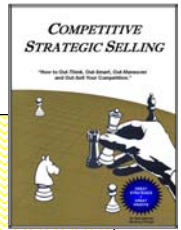
(FOR PROACTIVE PROFESSIONAL DEVELOPMENT)

STRATEGIC... *“The process of deploying current resources in an all-out effort to leverage the long-term Success of a future outcome.”*

1. Success and Achievement may be measured by a broad range of issues, however, congruency is vital.
2. It cannot be achieved through the traditional 40 hours per week commitment.
3. A college diploma may not necessarily be an absolute requirement.
4. It may very well require a minimum of two years of highly focused and intense effort.
5. It will almost always require a dramatic change from the current way in which you may currently be doing things.
6. You may possibly alienate or outgrow your current associations.
7. It may require the temporary unbalancing of your Professional to Personal activity ratio.
8. Monetary rewards may tend to lag behind professional achievement by approximately eighteen months.
9. You may be required to make a definitive judgments even if you lack sufficient information.
10. Calculated risk-taking, change and discomfort will become a way of life.
11. Patience and tolerance will tend to become inversely proportional to your degree of achievement.
12. Your rate of achievement will tend to increase exponentially to the degree of your Focus and Intensity.
13. The rapid “Rate of Momentum” may tend to become additive... So, Beware!!

“Those individuals whose Vocation become their Vacation are among God’s Chosen People. - Winston Churchill

“PROFESSIONAL SKILL EVALUATION”



NAME: _____ DATE: _____

POSITION: _____ CAREER GOAL: _____

- STEP #1:** Circle the Number of Your Top 10 Most Critical Skills Needed to Achieve Career Goal.
- STEP #2:** Rate Your Current Performance Level of the Top 10 (10 highest - 1 lowest) in “Rating A”.
- STEP #3:** Total Your Score at Bottom (Grand Total).
- STEP #4:** Get a Second Opinion Rating of Top 10 (“Rating B”), then total at bottom.
- STEP #5:** Select Top 3 by Priority for Improvement.
- STEP #6:** Define Immediate Strategic Actions for Improvement.

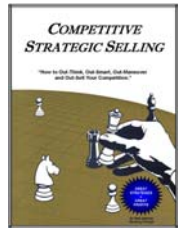
<u>SKILL</u>	<u>RATING</u>		<u>SKILL</u>	<u>RATING</u>	
	<u>A</u>	<u>B</u>		<u>A</u>	<u>B</u>
1. Defining Goals and Objectives			17. Awareness of Detail		
2. Innovative Thinking			18. Empathy and Understanding		
3. Decisiveness			19. Cooperative Personality		
4. Developing Long Range Strategies			20. Ability to Accept Criticism		
5. Developing Short Term Strategies			21. Articulate Oral Comm.		
6. Analytical Ability			22. Articulate Written Comm.		
7. Defining Problems and Issues			23. The Art of Questioning		
8. Setting and Following Priorities			24. Patience and Tolerance		
9. Ability to Concentrate			25. Responsive Feedback		
10. Organizational Mindset			26. Conflict and Negotiation Skills		
11. Self-Motivated			27. Persuasive Group Comm.		
12. Delegation-Responsibility/Authority			28. Telephone Effectiveness		
13. Initiative/Risk-Taking			29. Disassociation With Work		
14. Time Management			30. Balance of Life		
15. Handling Stress and Pressure			31. Continuous Personal Development.		
16. Professional Image and Attitude			32. Other: _____		

GRAND TOTAL: _____

<u>TOP-3 PRIORITIES</u>	<u>IMMEDIATE STRATEGIC ACTION</u>
#1: _____	_____
#2: _____	_____
#3: _____	_____

“STRATEGIC JOB ASSESSMENT”

A Systematic Annual Reassessment of Strategic Progress and Priorities.



A. Define the Parameters of Your Job Description and Key Areas of Responsibility:

B. Brief Chronological Job (Career) Background History:

C. Define and Clarify Your Specific Job Performance Measurement:

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

D. Past Twelve Months Achievements and Successes:

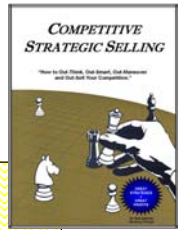
E. Five Ideas or Suggestions You Could Do to be More Effective (Productive) at Your Job:

1. _____
2. _____
3. _____
4. _____
5. _____

F. Current or Pending Problems or Challenges:

“JOB PRIORITY ANALYSIS”

(and PERFORMANCE EVALUATION)



Name: _____ Position: _____

Date: _____ Supervisor: _____ Position: _____

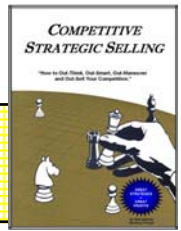
Job Description: _____

- Step #1: Define and Clarify all Key Categories and Critical Elements.
- Step #2: Discuss Thorough Understanding of the “JPAPE Process”.
- Step #3: Associate (Employee) Responsible for Scheduling and Confirming all Meetings.
- Step #4: Independent Rating Evaluation Followed by Discussion of Agreed Ratings.
- Step #5: Detailed Discussion of Top 3 Priorities (Circle #) and Specific Strategic Actions.
- Step #6: Repeat Process as per W1, W2, W3, W4, W6, W8, W12, W16, W20, W24, Q3, Q4.

<u>CRITICAL ELEMENTS</u>	<u>RATING</u>	<u>REVISED</u>	<u>SPECIFIC STRATEGIC ACTIONS</u>
A. BEHAVIOR PARAMETERS:			
1. Working Hours	_____	_____	_____
2. Customer Contact Goals	_____	_____	_____
3. Sales Report Procedures	_____	_____	_____
4. Timely Information Updates	_____	_____	_____
B. TACTICAL CALL EXPERTISE:			
1. Attitude, Motivation, Discipline	_____	_____	_____
2. Call Process and Systems	_____	_____	_____
3. Call Preparation-Depth/Details	_____	_____	_____
4. Ferreting Skills & Expertise	_____	_____	_____
5. Qualification Skills & Expertise	_____	_____	_____
6. Account Info System	_____	_____	_____
C. FOLLOW-UP EXPERTISE:			
1. Contact Tracking System	_____	_____	_____
2. Promo Send-Out System	_____	_____	_____
3. Personally Customized Details	_____	_____	_____
4. Follow-up Call Procedures	_____	_____	_____
5. Mgt. Support Procedures	_____	_____	_____
6. Closing Skill & Expertise	_____	_____	_____
D. PERFORMANCE-ON-GOAL			
1. Calls per Day	_____	_____	_____
2. Booking \$ per Month	_____	_____	_____
3. Booking Conversion Ratio	_____	_____	_____
4. Compensation Plan	_____	_____	_____
E. JOB PERFORMANCE INDEX:	_____	_____	_____
F. ADDITIONAL COMMENTS:	(See Reverse Side of Page)		

Associate: _____ Supervisor: _____ Dept. Mgr: _____

“MY WEEKLY ACTION PLAN”



Name: _____ Date: _____ Group: _____

MY PAST WEEK’S IMPORTANT ACCOMPLISHMENTS

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

(GREEN-SHEET)

MY TOP-5 COMPANY PRIORITIES

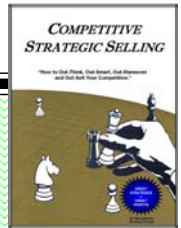
<u>Actions and Issues</u>	<u>Priority</u>	<u>Status</u>	<u>Review Date</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____

MY TOP-3 PERSONAL PRIORITIES

<u>Actions and Issues</u>	<u>Priority</u>	<u>Status</u>	<u>Review Date</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

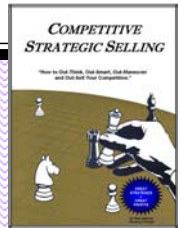
“MY #1 BEST NEW IDEA”

The “SINGLE BEST NEW IDEA” I learned this week that will help make me even more effective:



STRATEGIC GROUNDRULES

- #1. There is no such thing as “The Perfect Answer”... Only **Relative** Degrees of Accuracy.
- #2. The Objective “**Is Not** the Creation of World Peace but rather the Immediate Demonstration of Progress on Plan”.
- #3. Everything involves People, Personalities and Behavior so Adaptability is Essential.
- #4. In Every given “**SITUATION**” there will exist the a dynamics of a continuous moving target... get used to it and make it work to your strategic advantage.
- #5. Always be looking for Leverage.
- #6. Tenaciously ferret out and continuously reverify the “Critical Point and Angle of Attack”.
- #7. Accuracy and Currentness of Information is Absolutely King.



MARKETING INFORMATION SYSTEM

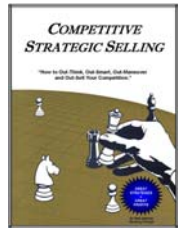
A. Strategic Objectives:

To efficiently store and illustrate a highly organized, discernible, adaptable manner all crucial data and information essential in determining the priority, specificness and approach of all immediate critical actions.

B. System Development Process:

1. Define All Critical Strategic Goals, Objectives and Deliverables Critical to the design and development of a practical, cost affordable system.
2. Analyze the Environment That the Proposed System Must Function Within.
3. Analyze all of the Critical Elements of Information Needed as Well as the Priority of "Vital Data Units" Necessary in Qualifying a Bid / No-Bid Resource Investment Commitment.
4. Design and Develop the Preliminary Prototype Test Model for Initial Feasibility Evaluation and Consideration.
5. Evaluate and Outline all Key Recommended Modifications, Improvements and Adjustments to Prototype File Structure, Process and Preliminary Analysis Report Samples.
6. Incorporate all Appropriate and Cost Feasible Suggestions into the Prototype MIS Model Design and Propose for Reevaluation and Additional Adjustments.
7. Outline all Key Elements of Data Analysis Information needed as well as Ideally desired, by Whom and Time Table of Frequency.
8. Analyze and Correlate Information Parameters and Design and Develop the Prototype Series of Marketing Information System (MIS) Analysis Reports for Review, Evaluation and Suggested Modifications.
9. Evaluate and Outline all Key Recommended Modifications, Improvements and Adjustments to Prototype Analysis Report designs.
10. Incorporate all Appropriate and Cost Feasible Suggestions into the Prototype Analysis Designs and Propose for Reevaluation and Additional Adjustments.
11. Interview and Evaluate Cost Proposals for Converting Prototype Design Over to the Finalized On-Line Software Platform.
12. Evaluate Cost Consideration and Options on Both Equipment and Software Investments.

The Critical Question... "This is not the designing of 'World Peace' but rather how much of a measurable improvement can we achieve over our current processes and methodology and at what cost?"



“PRACTICAL TAKE-AWAYS”

1. A Competitive Strategic Selling Workbook that outlines, simplifies and organized how to do a formal Working Strategic Sales Plan.
2. My own 1-Sheet Strategic Sales Plan which details my Top 5 Major Objectives for the next 3 months.
3. An Annual Strategic Sales Meeting Set-Up Guide for organizing how to conduct and facilitate my company’s strategic sales meeting.
4. A Weekly Action Plan to help me focus on the Top Priorities I have for the upcoming week and reviews the important accomplishments from my previous week.
5. Follow-up Personal Strategic Selling Worksheets to share with my employees and direct reports that help us integrate strategic planning into additional functions of our company.
6. A Wallet Reminder Card outlining my Weekly Action Plan and 1-Sheet Strategic Plan.
7. A free One-Hour Follow-Up Telephone Consulting Session with Dr. Pete to help me implement some of my strategic selling ideas.

“GREAT STRATEGIES = GREAT PROFITS.”



“Because Great Strategies = Great Profits!”

Dr. Pete Johnson



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