

DealPitStop

The race is one by the team, not just the driver. Just as Formula 1 teams plan their strategy to win the race using every advantage they can create, I+G helps you win more opportunities by helping salespeople identify sales process risks and create an action plan to mitigate them – while helping sales leaders improve their coaching skills to improve the sustainability of change.

DealPitStops are interactive facilitated opportunity review designed to ensure that your most important deals are on track to win, while enabling sales leaders to improve their coaching skills.

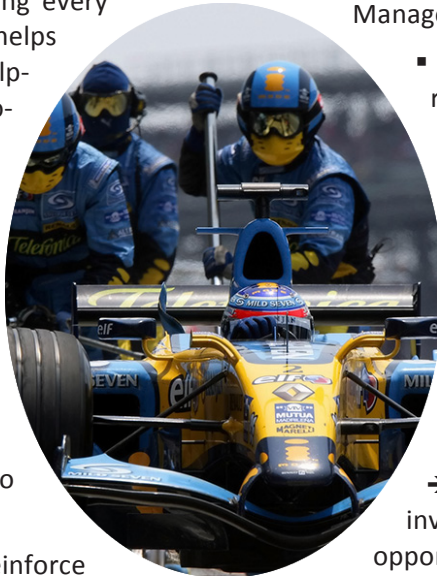
The **DealPitStops** are designed to reinforce sales methodology implementation for the sales team in the context of day-to-day business practice. The goal is to increase the value of opportunity reviews to the sales team – reconfiguring them to add value to the sales process rather than act [only] as a control mechanism.

DealPitStops build sales leader competence and confidence in executing top-notch opportunity reviews with the support of expert I+G coaches who provide structure and feedback to improve content and style. The goal of building leaders' coaching expertise is improve sustainability and full integration into the organisation's day-to-day business practices, thus maximising benefits from implementing sales methodology and tools.

How do DealPitStops Work?

Typical **DealPitStop** follow-on to sales education programs, and are part of the overall sales transformation process. They can range from 3-12 months with interventions every 3-12 weeks. Engagements typically include:

- **Nomination** – Salespeople nominate their top must-win deals for the program
- **Selection** – Sales leaders select 5-10 deals and brief responsible salespeople + teams
- **Preparation** – Initial Sales Manager briefing + time-line for ongoing interventions
- **Staging** – Preparation of reviews (1 week be-



fore) by Manager and I+G facilitator

- **Reviews** – 90-minute sessions conducted by Manager supported by I+G facilitator
- **Coach-the-Coach** – Post-review evaluation + coaching to improve Manager's review process and hone coaching skills
- **Sustainability Transfer** – Manager takes over full responsibility for reviews from I+G

DealPitStop Benefits

After DealPitStops, salespeople will...

- ➔ **Understand the value** of involving their managers in regular opportunity reviews to identify and eliminate sales process deficits and risks
- ➔ **Win more deals** by executing a world-class sales process to create, articulate, deliver and measure value to customers

After DealPitStops, Managers will...

- ➔ *Be able to maximize the impact of their coaching* through facilitated practice and consistent application, which gains them credibility as an internal resource to sales
- ➔ *Be able to quickly identify sales process deficits* and help sales team members correct them – to increase win rate and ease in crafting world-class deals that protect the value you and your organisation have fought hard to win in the sales process
- ➔ *Gain more insight to the pipeline* through regular involvement and intervention in the sales process of key opportunities

About Innovate+Grow

Innovate+Grow helps its clients **co-create growth and profit** by enabling and enhancing the entire customer value chain from ideation, creation, commercialisation, sales, and professional profit engineering (also referred to as negotiation).