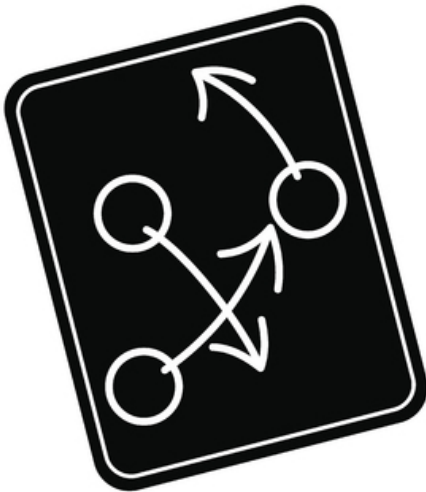


**IS YOUR ORGANISATION
READY TO TAKE FULL
ADVANTAGE OF THE
POWER OF SALES
PLAYBOOKS?**





IS YOUR ORGANISATION READY?

Despite all the time and care taken in trying to recruit the right people, and notwithstanding all the money invested in CRM solutions and sales training programmes, most B2B sales organisations struggle with a significant and persistent performance gap between their best sales people and the rest.

This performance gap is amplified in complex, high value sales situations. In the research that led to the publication of the widely-acclaimed “Challenger Sale”, the CEB found that gap in transactional B2B sales environments was bad enough at around 160% - but in complex B2B sales environments the gap between the best and the rest nearly doubled to just under 300%.

Now, it’s obvious that some of the differences can be attributed to the fact that some top performers display a set of personal attitudes and behaviours that lesser sales people lack.

But that is far from a complete explanation: it turns out that a very large element of the performance gap can be explained by the fact that the top sales people have - often through trial-and-error - adopted a set of learned behaviours than can be emulated by their peers.

This is what the best sales playbooks do: they encapsulate the winning habits of top sales performers and package them in a way that smart and adaptable but otherwise average sales people can adopt for themselves.

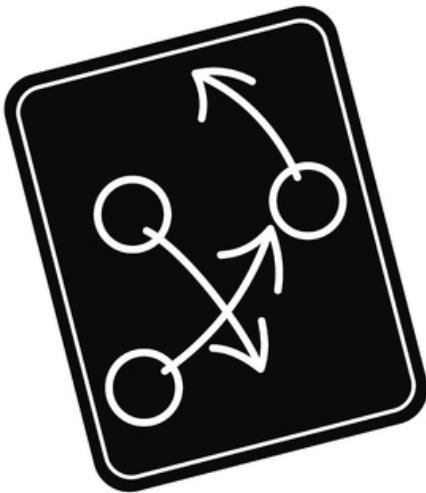
This is almost certainly why sales playbooks are being adopted with such enthusiasm by many of the world’s leading sales organisations. They capture the winning habits of top performers, blend them with the latest best practices, and present the lessons learned in a form that the average sales person can easily adopt.

But it would be a mistake to think of sales playbooks as a technology-based miracle cure. They can only be as good as the wisdom they contain.. and that’s why we created the checklist on the next page

NEXT STEP

When you turn over, you’ll find our list of 10 critical playbook components (and just one that relates to **technology**). Please take a moment to review how you currently comply with each best practice recommendation and calculate your score out of 100.

Completely comply: 5 points
Partly comply: 2 points
Don't comply: 0 points



We have developed regularly updated, issue-led sales presentations that all sales people can individually customise to meet specific customer situations	
We have detailed "ideal customer profiles" for each of our key offerings that enable every sales person to accurately identify and qualify potential accounts	
We have comprehensive stakeholder maps that help every sales person to anticipate the key issues, concerns and motivations of the prospect's decision team	
We have created opportunity qualification checklists and scoring guides that ensure that all sales people consistently and accurately assess sales opportunities	
We have created "Cost of Inaction" calculators that enable all sales people to make a compelling case for change to the key decision makers in their prospects	
We have created clear value frameworks for each of our offerings that enable every sales person to articulate a tailored value proposition to every qualified prospect	
We have established a defined sales process that makes it clear what every sales person needs to know and do at every stage to maximise their chances of winning	
We have clearly defined milestones that allow every sales person to consistently and accurately judge where the prospect is in their buying process	
We provide deep competitive analysis that enables sales people to anticipate the strategies other vendors are likely to adopt and how to counter them	
We have established frameworks that make a clear connection between our prospect's most compelling issues and our most powerful capabilities	

Completely comply: 50 points
Partly comply: 20 points
Don't comply: 0 points

All of the above tools are instantly accessible whenever and wherever every sales person needs them without ever having to search for the latest version	
TOTAL SCORE	

What was your score? It's not unusual for organisations to have to come to terms with the fact that they still have a way to go to capture and share the tribal knowledge of their top sales performers in a way that equips every competent sales person to put those hard-won lessons into practice.

The good news, of course, is that much of the information already exists - it simply needs to be extracted from the experiences of your top performers, blended with the winning habits of other best-in-class sales organisations, and presented in a way that makes it easy for everyone to adopt.

That's where we come in. If you feel that your organisation could do even better than it is currently doing, if you believe that there is scope to systematically move your average sales people closer to the benchmark set by the best, we're here to help.

ABOUT INFLEXION-POINT

Every successful sales organisation needs a playbook. We are in the business of enabling our customers to progressively perfect their sales playbooks.

Our clients are typically ambitious B2B focused organisations with significant growth potential. Most are already successful - but all recognise that they could be doing even better.

They turn to us for help because they are determined to narrow the performance gap between their best sales people and the rest and to make new sales hires more productive more quickly.

We blend the winning habits of their existing top performers with the latest industry best practices to create customised sales playbooks and training programmes that bring out the best of every member of their sales team.

The benefits typically include shorter sales cycles, higher win rates, larger average deal values, much improved sales forecast accuracy and - most importantly - significant acceleration in revenue and market share growth.

FIND OUT MORE

Visit us at www.inflexion-point.com/contact-form, email us at info@inflexion-point.com, or if you're UK based, book a 15-min discovery call here: <https://app.hubspot.com/meetings/bob715>.

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