Align Your Team with Your Target Buyer

If you want to successfully align your sales process with your buyer's needs, start by holding yourself accountable. Is your sales process meeting your buyers' needs? Is it matching their expectations?

You'll have to do some research to answer these questions. Start by mapping buyer roles at each stage of the process. How many people are generally involved from the buyer's side? What are their jobs? Where in the process do they need to be involved?

Sketch that out for each stage of your sales process, and then interview reps and buyers to identify the friction they're facing. You want to make sure you're engaging with prospects on their terms and through their preferred channels. Make it easy for them to get in touch whenever and however they want. Where in your sales process are you not delivering on that promise? What changes would your team need to make to move close to that ideal?

On the next page, you'll find a sample Recommended Interventions sheet. Each row represents a step in a hypothetical sales process, and each column represents a hypothetical member of a buying team. In each cell, the sources of friction have been noted, along with interventions that could reduce that friction.

Study the example, then go to the following page and fill in the blank sheet for your own process. If you find a single intervention that could solve for multiple cells, prioritize it as your top recommendation.

Once you've identified your top three recommendations, start investigating what's required to implement them. Once you've implemented all three, repeat this process and see if new sources of friction are now apparent. Continue iterating on your interventions until you're providing a truly frictionless experience to your buyers.

Intervention Recommendations (Sample)

	Decision Maker	Champion	Influencer	Budget Holder
Qualification		**Friction:** Before a lead is qualified, they have limited access to the sales team. **Intervention:** Experiment with live chat and a "Talk to Sales" form.		**Friction:** We don't have any ROI information online. **Intervention:** Create a page explaining the ROI of our offering.
Proposal	**Friction:** Proposals take too long **Intervention:** Invest in a proposal tool.			**Friction:** Proposals take too long **Intervention:** Invest in a proposal tool.
Negotiation	**Friction:** Finding a meeting time that works for everyone. **Intervention:** Invest in a meeting scheduling tool.	**Friction:** Finding a meeting time that works for everyone. **Intervention:** Invest in a meeting scheduling tool.	**Friction:** Finding a meeting time that works for everyone. **Intervention:** Invest in a meeting scheduling tool.	**Friction:** Finding a meeting time that works for everyone. **Intervention:** Invest in a meeting scheduling tool.
Purchase				**Friction:** Payment process is confusing **Intervention:** Simplify

Top Recommendations:

1. Get a meeting scheduling tool to simplify booking a meeting.
2. Get a proposals tool that will empower reps to create their own proposals.
3. Update the website to be more prospect-focused (add live chat, "Talk to Sales" form, ROI studies).

Intervention Recommendations

	Decision Maker	Champion	Influencer	Budget Holder
Qualification				
Proposal				
Negotiation				
Purchase				

Top Recommendations:

1.
2.
3.

HubSpot

FrictionlessSelling.com