Opportunity Management made easy!

Sales Opportunity Snapshot

Sales Opportunity Snapshot (SOS) is the next-generation in opportunity management for enterprise sales organizations.

SOS provides a structured, scalable process for qualifying and most importantly, winning strategic sales opportunities where competitors are strong and customer buying protocols are influenced by formal and informal decision criteria.

Ideal for companies installing a sales process for the first time, or users of third party sales methodologies in need of a tune-up, SOS represents the state-of-the-art for taking your national, regional or global sales teams to the next level.

www.sellxl.com

What Will You Learn?

In just one intensive day, your team will analyze and improve significant deals in the pipeline, and learn to:

➢ **Qualify the Sales Opportunity**

using a *Snapshot* assessment of the 9 key criteria that quickly determines if you should pursue or disengage from any deal.

➢ **Align with the Political Landscape**

using the groundbreaking *Influence Map* to examine formal and informal power and find the relevant executive who affects the buying decision.

➢ **Establish a Competitive Sales Strategy**

by examining your relative strengths, weaknesses and positioning compared to competitors, and plotting which of 3 sales strategies will accelerate your sales velocity.

➢ **Develop a Value Proposition**

to align with the business and political dimensions of the buying process in a way that creates new value for the client.

➢ **Plan the Next Steps**

using decision points from each of the previous modules to drive actions towards the next iterative *Snapshot* assessment.

Seamless Integration

SOS seamlessly links with *Selling at the Executive Level* (SellXL®) providing a powerful two-day combination of workshops covering opportunity management and selling to executives.

Who Needs SOS?

SOS is highly effective when you face:

- Long sales cycles
- Tough competition
- Multiple decision-makers in the buying process

Sales reps, managers, support professionals and business partners will learn a common language to coordinate the group selling effort. This will help your extended team to:

- Qualify in or out of deals quickly
- Coordinate the sales strategy across departments
- Improve forecast accuracy
- Win more profitable business
- Ramp up new employees faster

Practical Field Implementation

A sales methodology is only as good as a team's willingness to use it. SOS is designed to be popular, practical, effective and easy to use.

- It's one-day architecture ensures sales teams return to customer-facing activities faster than any comparable workshop on the market.
- Snapshots take minutes to update and are highly visual. Critical sales information can be seen at a glance so the focus remains on moving forward.
- SOS is a complete turn-key solution for companies installing a sales planning process for the first time.
- Or SOS can be used to revive interest in your implementation of older sales methodologies.
- Simple, time-efficient assessment tools help managers easily apply SOS as a natural part of the sales review and forecasting process.

Software You'll Love to Use

We asked salespeople the Top 3 things they wanted in sales planning software:

1. Intuitive dashboard interface
2. Easy to use and update
3. A focus on selling, not reporting

So we created SOS in what may be the world's simplest interface ever.

Take it for a test drive today and learn why even facilitators of older sales methodologies call it: "*the most significant evolution in sales planning for more than 10 years.*"
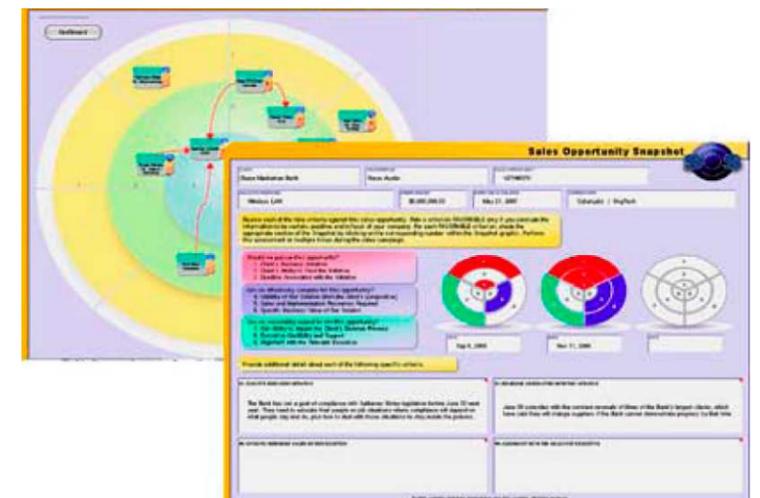
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