

SANDLERSM

McDonnell Consulting Group

Decision Process 11/18/24



Identifying the Decision-Making Process

Investigating Your Buyer's Decision-Making
Team, Timeline, and Approach

Let's Learn Together



Turn your camera
and mic on

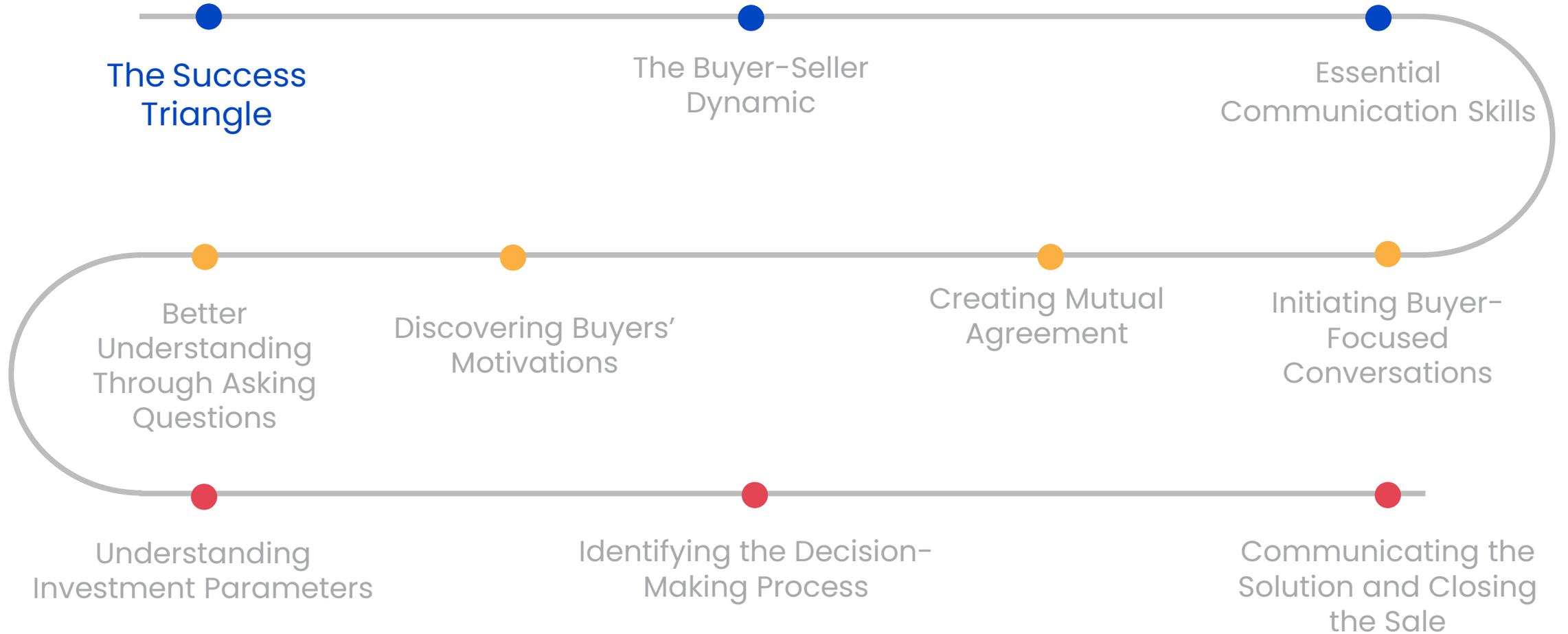


Say HELLO in the
chat



Engagement

Program Overview





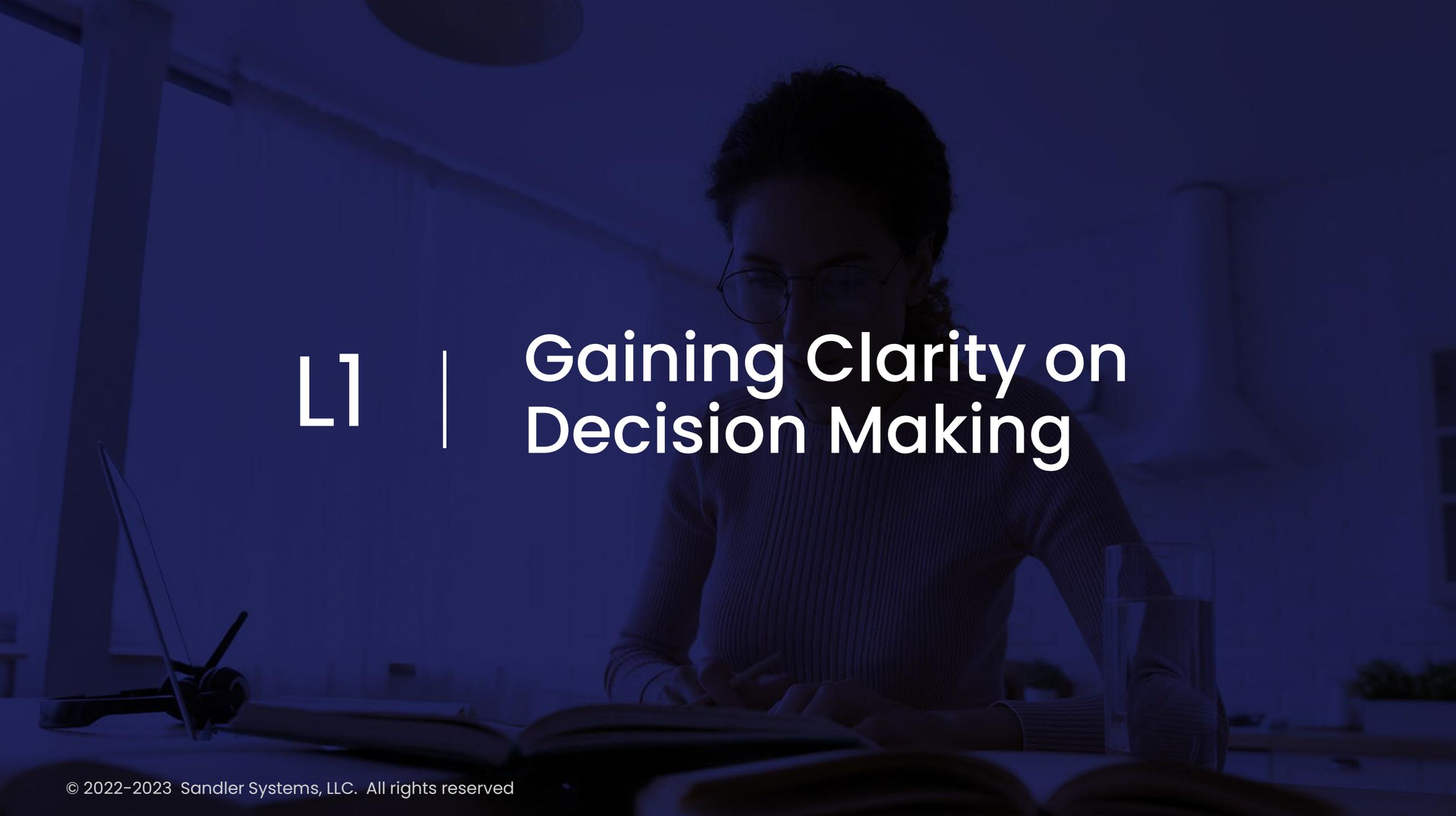


01. **Welcome**

02. Gaining Clarity on Decision Making

03. Gathering Information You Need

04. Wrap-Up

A woman with glasses is sitting at a desk in a dimly lit room, looking down at an open book. A laptop is open to her left, and a glass of water is on the desk to her right. The background shows a window with blinds and some office equipment.

L1

Gaining Clarity on
Decision Making

ACTIVITY

Gaining Clarity

What are the challenges to having clarity on the buyer's decision-making process and access to authority?

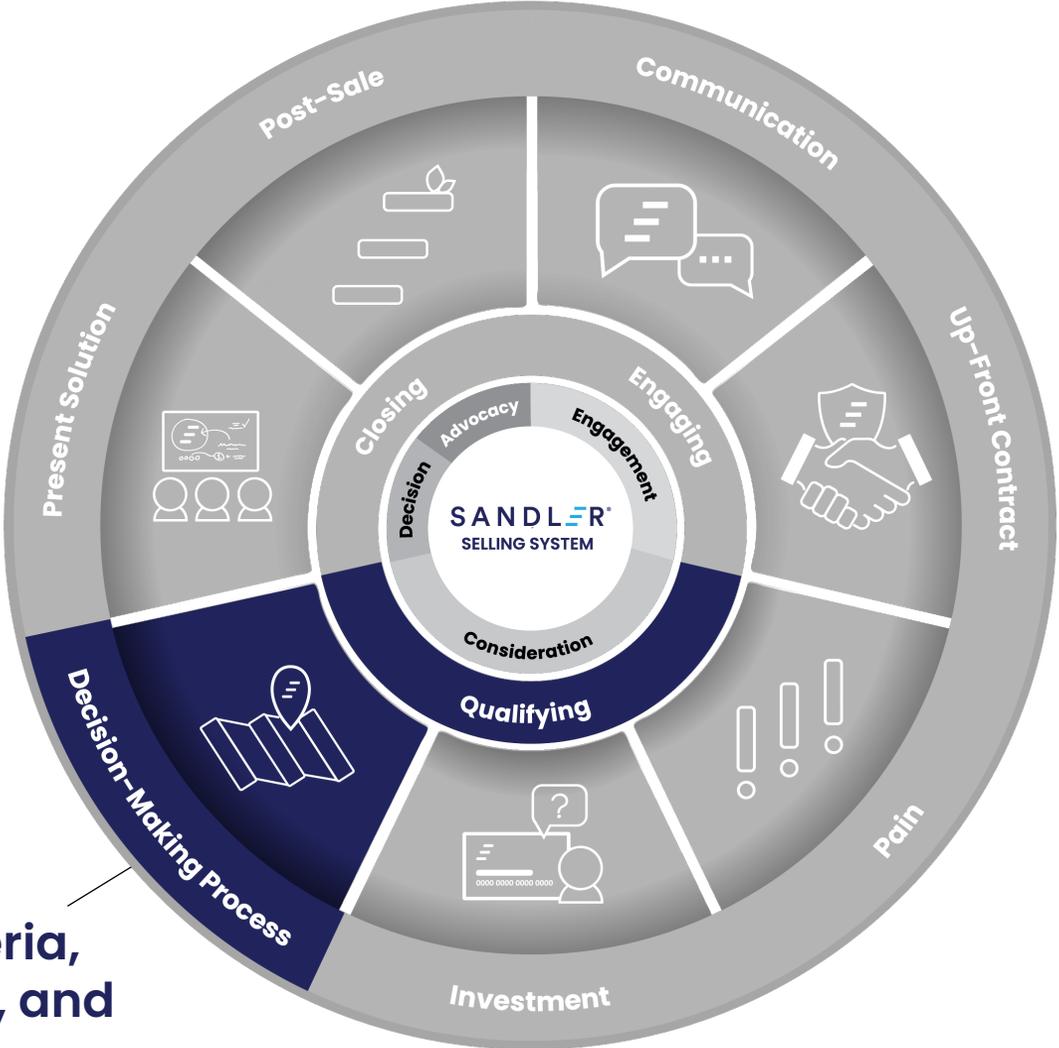


Axioms to Live By

“A decision not to make a decision is still a decision.”

“When you think you know the buyer’s decision-making process, you’re typically several questions away from really understanding it.”

6 Components of Decision Intelligence



Players, process, criteria, timeline, competition, and success blockers

A blue-tinted photograph of two men in a meeting. The man on the left is wearing a suit and tie, looking at a tablet held by the man on the right. The man on the right is wearing glasses and a light-colored shirt, looking at the tablet. The background is a blurred office setting. The text 'L2 | Gathering Information You Need' is overlaid in white on the image.

L2

Gathering
Information
You Need

Investigative Approach

- When?
- Why?
- What?
- How?
- Who?
- Where?



Build Your Core Decision Questions

People	
Process	
Criteria	
Timeline	
Competition	
Success Blockers	

Prepare for Challenges

- “I’m the decision maker” (Your instinct tells you they are not the DM)
- “We have to socialize this internally...”
- “We’re vetting 7 other possible vendors...”
- We learn who the villain is
- We get blocked by our primary contact
- Vagueness on timeline



What's In Our Toolkit

- Not Okay Technique
- Reversing
- 3rd Party Stories
- "My Big Concern"

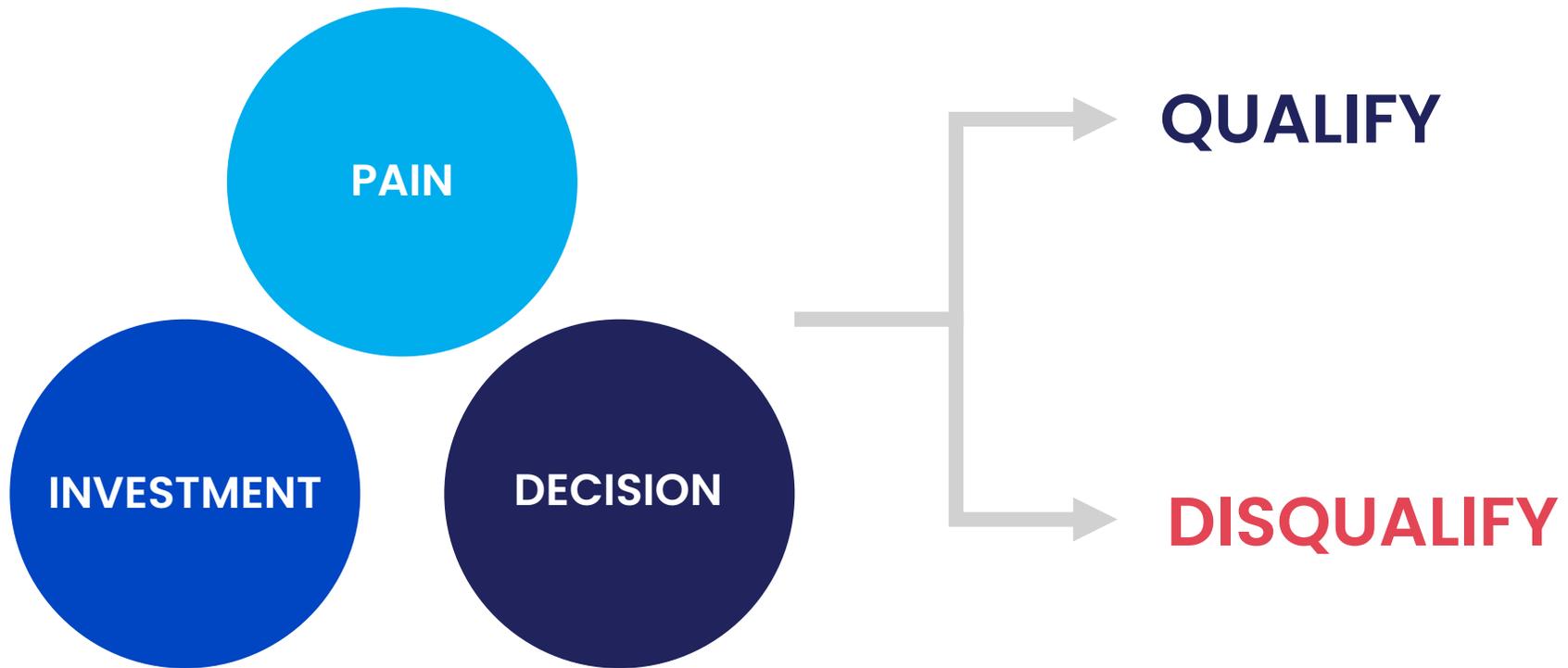


Know How You'll Respond

Buyer's First Response	Your Response



Now What?



Hot List



On-the-Job Activity

1. Complete **Sandler® Sales Tool 8.1: Decision-Making Process Identifier** in preparation for an upcoming sales call.
2. Use the tool to investigate your buyer's decision-making process and be prepared to share experiences in the next session.
3. Participate in a 30-minute review activity with your team.
4. Respond to the reflection questions in Sandler Online.





““

There is no such thing as a no-sale call. A sale is made on every call you make. Either you sell the client . . . or [they] sell you a reason [they] can't. Either way, a sale is made, the only question is who is gonna close? You or [them]?

””

—Jim Young, character in *Boiler Room*

Decision Making Process

1. Who are all the decision makers (Cast of Characters) who will be involved in making the final decision?

What is their role?	What is their Pain?	How will you take care of their Pain?	Are they attending? If No, what is your plan of action?
<input type="checkbox"/> Economic Buyer			
<input type="checkbox"/> Technical Buyer			
<input type="checkbox"/> Champion			
<input type="checkbox"/> Sponsor/Advocate			
<input type="checkbox"/> Opponent			
<input type="checkbox"/> Influencer			
<input type="checkbox"/>			

Put a + by the person(s) in the above list who are positive towards your company winning the deal; a +/- by those who are neutral; and a - by those who are negative towards your company winning the deal.

Please don't guess at these determinations — investigate.

Has the company worked with any of the above persons in the past? Was the experience positive or negative? Are there issues that need to be individually addressed ahead of the presentation with any of the above decision-making participants?

2. List the decision making criteria and the order of importance to the prospect.

3. When do they anticipate making the final decision?

4. List the decision making criteria and the order of importance to the prospect.

Individually Connecting the Pain (vs. generic Pain). & Upleveling Meeting Attendance for renewals and new sales!

Always Look for Patterns

If there are patterns that are out of their control (which there always are), can you bring them up in a “strip lining” way?

Example: *I know everyone here would like to get this deal moving, however I've found that there's typically factors that are outside of your control that would cause this deal to stall. **What kind of factors should we anticipate?***

Breakout

Always Look for Patterns

If there are patterns that are out of their control (which there always are), can you bring them up in a “strip lining” way?

Example: *I realize that you have been a customer at Vicinity for over 10 years... With that said, there may be areas that are taken for granted from both of us. In other words – could there be “**things**” that we may not be thinking or talking about now; however they are important in the coming years?*

(share a 3rd party story)

Breakout



Thanks for participating!

We'd love to get your feedback on today's session.

[survey link]