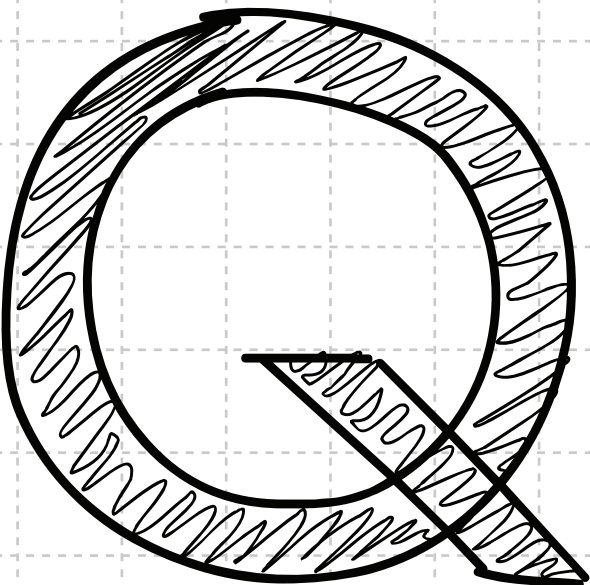


THE
FRAMEWORK

A hand-drawn illustration of a pencil pointing to a large, textured circle. The pencil is positioned diagonally, with its tip pointing towards the center of the circle. The circle is filled with a dense, wavy, scribbled pattern, giving it a textured appearance. The entire illustration is rendered in black lines on a white background.

THE "Q" FRAMEWORK

The **Q Framework** helps you use **Questions** you **Qualify** and **Quantify** your sales process. The framework is designed to identify risks and information gaps with your individual sales opportunities and your company sales model.



The left side of The Q Framework focuses on the **qualitative questions** to answer for every sales opportunity and build into your sales process:

- **"What?"** = What problem does your product solve?
- **"Who?"** = Who are you selling to? Who are the companies and decision-makers in those companies, that are the buyers of your product?
- **"Why?"** = Why would a person/company buy your solution? What value does your product and company offer?
- **"How?"** = How is your solution implemented?

Using **The Q Framework** is simple. Answer the questions provided in the workbook for each area of the framework. This activity will identify which parts of your sales process are strong, and which areas need improvement through more or better information about your customer and your sales situations. For areas that reveal weakness or information gaps, seek and find answers. And as always, if you need a little help, just let us know. SalesQualia is here to help!



The right side of The Q Framework focuses on the **quantitative questions** to measure of progress in your sales process, and establish the economics of your work agreements and contracts.

- **"When?"** = When is the next step or the next action in your sales process?
- **"Where?"** = Where are you in the sales process? What actions reveal that you are making progress in the sales process?
- **"How much?"** = What are the provisions of your work agreement with your customers - the economics of working with your customers.

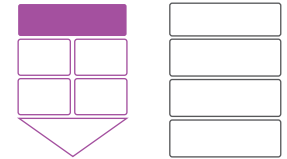
Build Your Sales Process...
...so that you can have the company you imagine.

THE Q FRAMEWORK





The Customer Needs Analysis



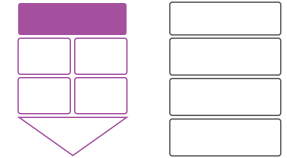
What problem are you setting out to solve with your product?

How does do the market participants, your future customers, articulate this problem?

Does your future customer know this problem exists? Have they quantified the problem?



The Customer Needs Analysis



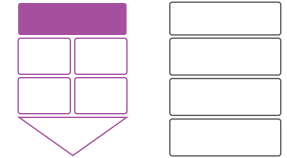
How long as the problem existed ?

How does your sales process address your Customer's needs after acknowledging Stages of the Sale, identifying Key Milestones, and developing your Sales Map ?

How will you approach each Buyer as part of your Sales Plan ?



The Customer Needs Analysis

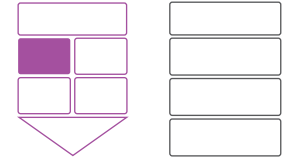


Does your service, process, implementation, and economics address the Customer's Needs ?

How are Customer Needs changing? How will they change next month, next quarter, next year ?



Target Industry & Companies



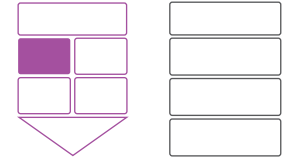
Where does your problem live ?

How have decisions like this been made in the past ?

What is the organizational and decision-making structure of your target customers ?



Target Industry & Companies

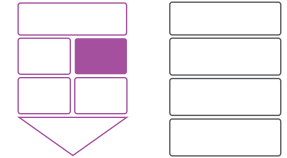


What is the relationship between your Buyer Types at each target customer ?

How does your sales map incorporate Buyer Types and Key Milestones ?



Buyer Types



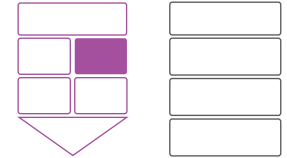
Who is involved with this purchasing decision? This includes the Economic, User, and Technical aspects of the purchase.

Who are your Buyer Types? Product Champion(s), Economic Buyer(s), Technical Buyer(s), User Buyer(s)

Who are these people at your target account? How do you know? How can you verify?



Buyer Types



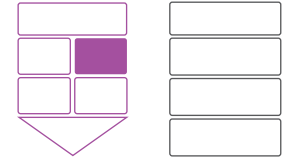
What is the best way to establish a 1:1 Needs Analysis meeting with them? Who can help you?

Has your Product Champion changed since your initial approach/introduction?

Do you have multiple Product Champions? How can you develop multiple PCs?



Buyer Types



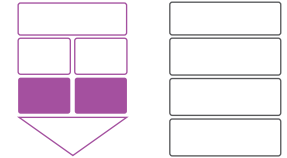
Who are your Detractors/Antagonists?



Value Propositions &



Value Statements



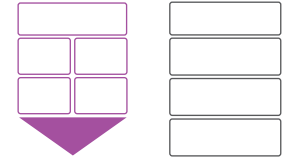
Do your Value Statements address the core customer need and the individual Buyer Types ?

How can you quantify your value statement for each Buyer Type in terms of the reasons that companies make purchasing decisions:

- + Increase Revenue
- + Decrease Cost
- + Increase Efficiency
- + Decrease Risk



Implementation Plan



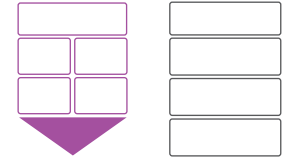
What is the process you will follow to reach implementation of your product ?

Have you undergone the 7 x 1 Implementation Plan with your target customer ? What needs to happen in reverse in order for you to begin client implementation ?

- + 1 year + 1 day
- + 1 quarter + 1 hour
- + 1 month + 1 minute •
- + 1 week



Implementation Plan



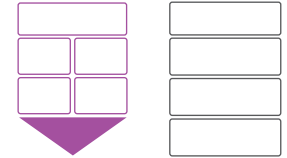
Does the prospect agree with your process ?

Did you get sign-off from this that your sales map is reasonable and they will adhere to it ?

How will you structure an Implementation Plan after evaluating the People and Process in your Sales Plan ?



Implementation Plan



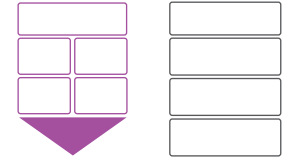
How will you implement your product/service? Do you have customer agreement with your implementation & training plan?

What training is required? How will training be delivered?

- + Live onsite one-to-many
- + Live onsite one-to-one
- + Live via web one-to-many
- + Live via web one-to-one
- + User directed via request
- + User directed via online tutorials
- + Training optional or required? Assessment?



Implementation Plan



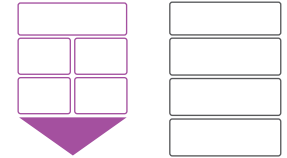
How will product be introduced to new users - all at once, in stages, by office, by seniority, by teams, by manager? Which individuals/teams will be first to use the product?

What additional business units will bring your solution online over time?

Is your customer support software tied to CRM/email? How will you know if there is a customer service issue?



Implementation Plan

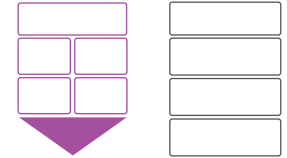


What is the chain of communication post-sale? Do you have a Client Director assigned? Do you have a Customer Service team assigned? What is the customer service phone/email?

Do you have separate customer service contacts for technical, non-technical including training, user name/password retrieval, and billing? Who is responsible for each of these?



Implementation Plan

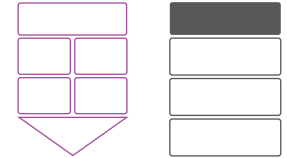


Who is the Point of Contact for receiving and implementing after the purchase?

Is your solution packaged or integrated into existing systems or processes? Which ones? What are the challenges facing packaging/integration?



Competitors, Objections & Obstacles



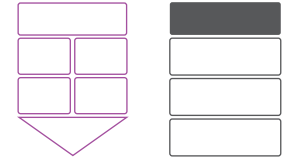
What is the 10x advantage that your solution offers to the prospect's existing process ?

Why would the prospect purchase a competitor's product ?

Has the customer purchased a competing product, or is this a new purchase ?



Competitors, Objections & Obstacles



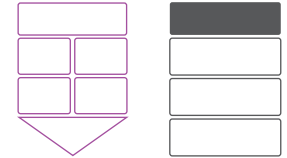
What does the customer perceive as the top three (3) challenges to implementing your product/solution? (i.e. competitors, inertia)

What is the main reason your customer will NOT use your product?

What is primary the unstated objection? What isn't the prospect telling you?



Competitors, Objections & Obstacles



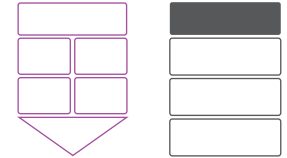
Why might the customer to do nothing/stay with status quo ?

How will you turn positive buyers into Product Champions ?

How will you turn neutral buyers in to positive buyers ?



Competitors, Objections & Obstacles



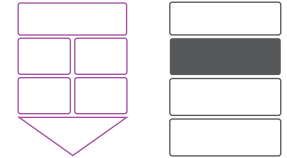
How will you neutralize detractors ?

Is a path forming to work with each buyer individually and answer the prospect's questions ?

How will you identify and address Competitors and Inertia while executing your sales plan ?



Key Metrics & Milestones

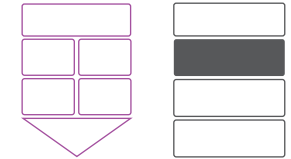


How will you assess progress in your sales process with prospects ?

Does your client agree with these milestones ?



Key Metrics & Milestones

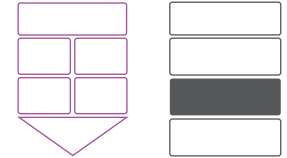


How will you assess progress in your sales process with prospects ?

- + Signing an NDA
- + Onsite visit to the customer office
- + Customer visit to your office
- + Inclusion of many influencers in the buying decision
- + Business demo
- + Technical demo
- + Purchase options & budget
- + Beta test and test metrics
- + Budget request & approval o
- + Contract process initiation/conclusion o Invoice date
- + Activation date
- + Training & implementation data.

What actions is your prospecting taking that indicates progression of the sales conversation ?
o Infrastructure and systems integration needs
o Budget guidance
o Approval guidance
o Additional options the prospect is considering

Stages of the Sale

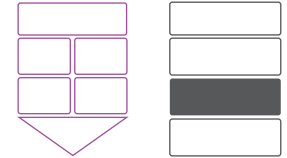


Where can the sales conversation stall?

Where has it stalled in previous sales opportunities? Why?

How can you maintain control of the sales process to avoid stalls?

Stages of the Sale



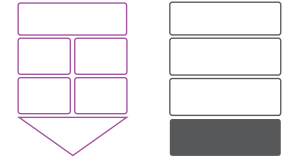
How will you determine progress through each of these primary stages with the account as a whole, and with each Buyer Type?

Can you place your active sales opportunities into one of these four stages:

- + Live onsite one-to-many
- + Live onsite one-to-one
- + Live via web one-to-many
- + Live via web one-to-one



Procurement & Work Agreement



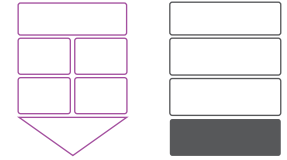
Are you running the “technical sale” in parallel with the “business sale”?

Is there a setup fee? • Is there a training fee?

What are Disaster Recovery Plans?



Procurement & Work Agreement



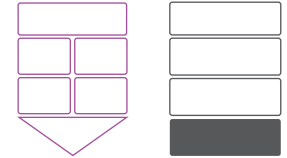
Now that you have a clear picture of Customer Needs, Buyers, and Implementation, how does the work agreement capture the economics of your relationship?

Does the customer require a Master Services Agreement (MSA)?

How many seats are required?



Procurement & Work Agreement



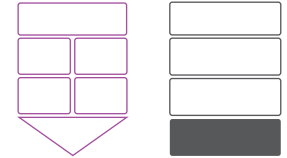
How will you deal with shared licenses? Audits?

What are the normal billing cycles - annual, quarterly, monthly?

Where does your offered price sit relative to list price? Are you offering a significant discount to the client?



Procurement & Work Agreement



How will you recover discounted prices at time of renewal?

Whose budget?

Have you met with all of the customer's due diligence?

- + Vendor Management
- + Risk Management
- + Legal
- + IT
- + Compliance

ABOUT SALESQUALIA



SCOTT SAMBUCCI
Founder
SalesQualia

Hi! I'm Scott Sambucci, Founder of SalesQualia.

Are you a startup CEO? A technical founder? An early team member at a startup? Then this is the right place for you, with the tips, tools, processes, models, workshops, coaching, and consulting you need to build your sales process so that you can have the company you imagine.

I've spent the last 20 years, including more than a decade in Silicon Valley, building sales teams and sales processes for software and technology companies. Over the past decade, I've led three startups teams to thousands of customers and millions in revenue, all focused on selling to the enterprise. I'm now working with startups all over the world, and I'd love to help your company too.

In the mean time, send me your burning sales questions right away

 @scottsambucci & @salesqualia  scott@salesqualia.com  Facebook.com/SalesQualia  www.salesqualia.com