

+

## The Q Framework:

**How** will customers buy from you?



# Scott Sambucci, Founder & Chief Sales Geek

[www.salesqualia.com](http://www.salesqualia.com)

(415) 596 0804

[scott@salesqualia.com](mailto:scott@salesqualia.com)

[www.linkedin.com/in/scottsambucci](http://www.linkedin.com/in/scottsambucci)

[@scottsambucci](#)



## Key Metrics & Milestones

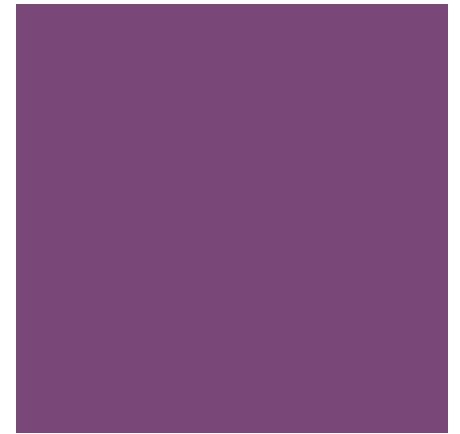




**BIG LEAPS**  
*and*  
**SMALL STEPS**



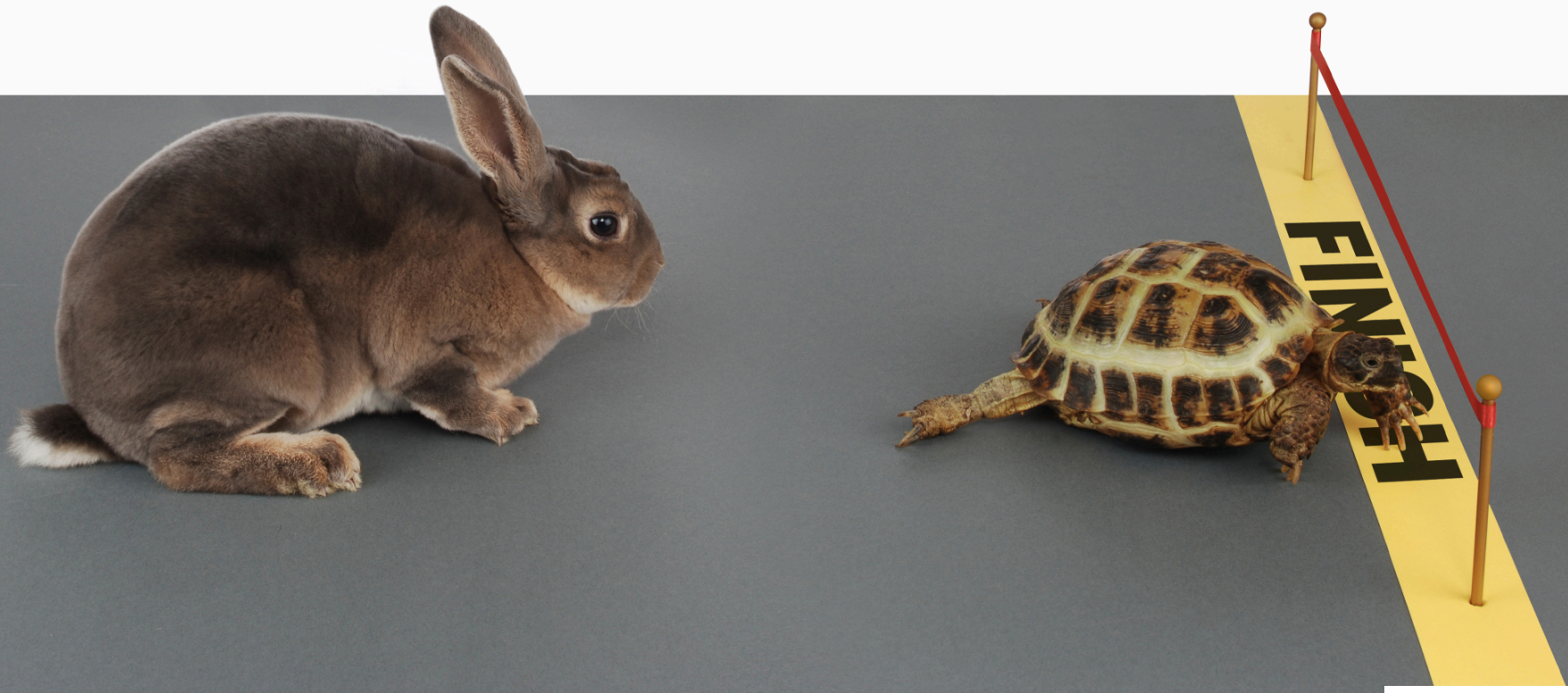




+ Why is this important?



+ 1. Measure **progress.**

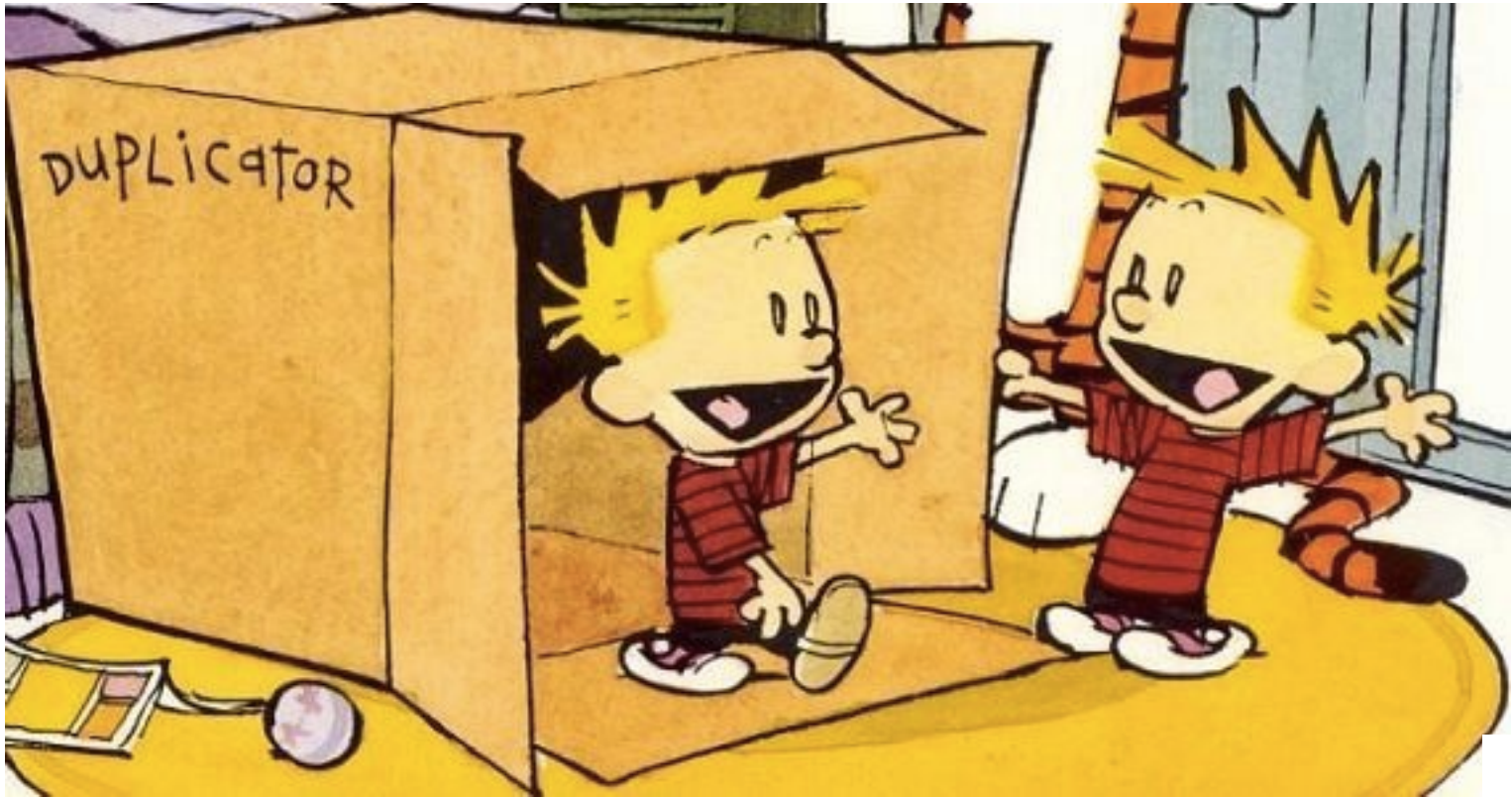


+ 2. Be **honest**.

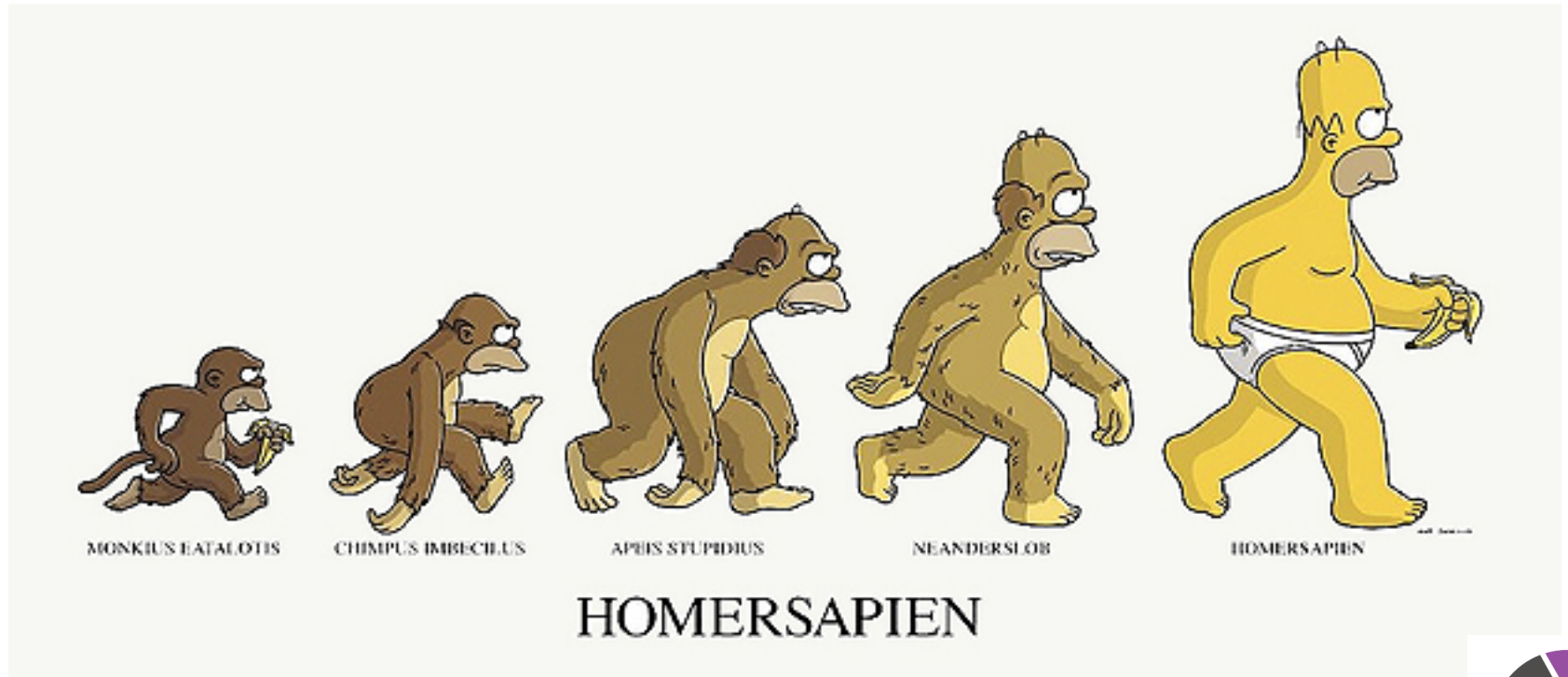




+ 3. Build **repeatability**.



+ 5. Identify **advances**.



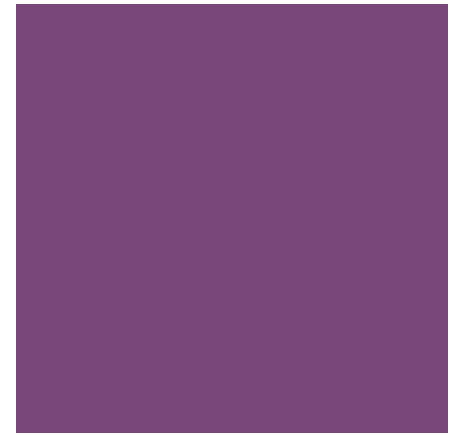
# + 5. Maintain **control**.

I checked my calendar,  
and I won't give a fuck  
next Monday either.



your  cards  
someecards.com





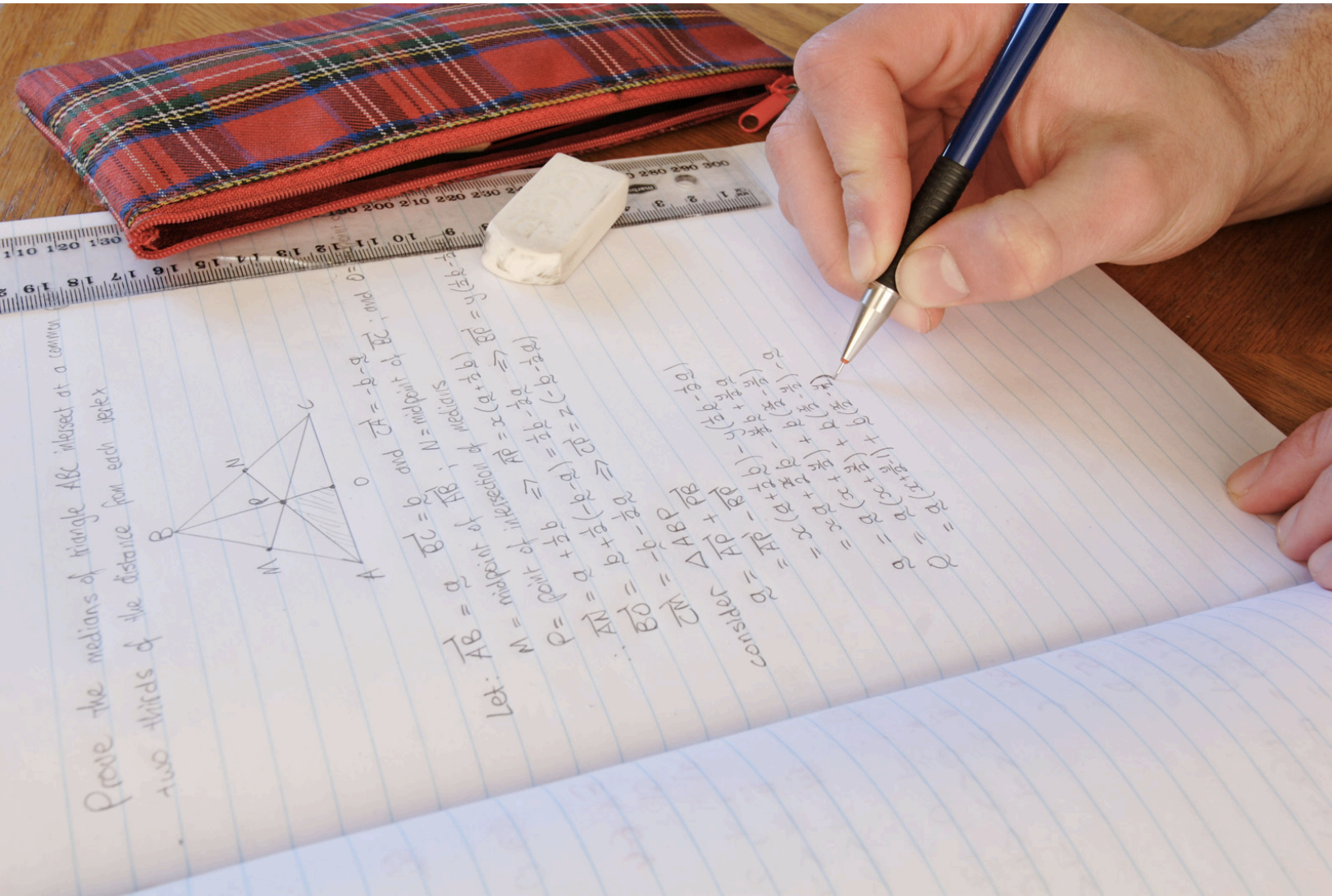
+ 10 Key Metrics & Milestones



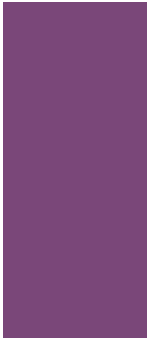
+ “The key to sales is being **uncooperative** while appearing cooperative.” – Kris Duggan



# + #1: Customer Homework



+ #2: Non-disclosure Agreement  
("NDA")



**CLASSIFIED**



# + #3: Accessing customer data





+ #4: Meeting more **buyers** (i.e. Technical, Economic, User...)



+ #5: Frequency, number & type of conversations



+ #6a: **Onsite** visit to their office.



+ #6b: Onsite visit to **your** office



# + #7: Implementation planning (a.k.a. “Work Plan”)



# + #8: Customer technology audit



# + #9: Access to the Legal/ Compliance/Procurement Team



+ #10: How far can you go **WITHOUT** showing your product?





+ “The key to sales is being **uncooperative** while appearing cooperative.” – Kris Duggan

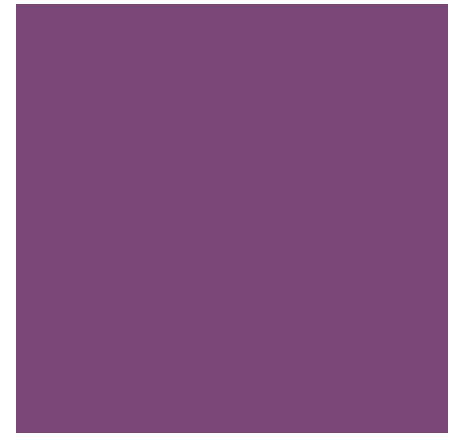
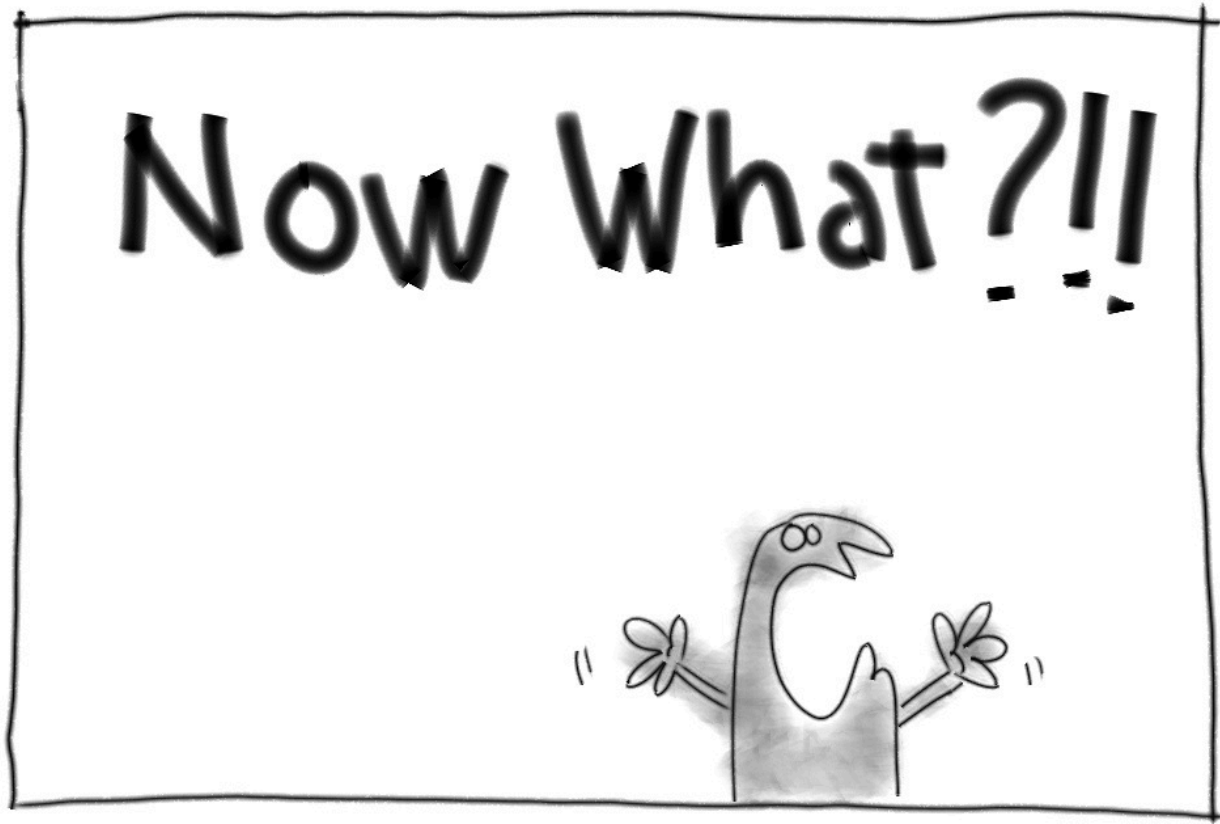


+

**BRING IT ON**



*Note: This is you*



+ What to do next...



+ Choose one (1) active sales opp.

1. Who's in control of the next step?
2. What "next step" can you propose?
3. Create your own checklist for your business & sales process.

