

THE 6 PHASES OF THE BUYING AND SELLING PROCESS

Insight Sellers engage buyers here proactively, inspire with ideas, drive buyer thinking and agendas, and influence the buying process*

Sellers brought in here by buyers are late to the game!

DEFINE VISION EXECUTE PURCHASE DRIVE RESULTS

BUYING PROCESS >

SELLING PROCESS >

- Success Preparation:
- Setting goals*
 - Planning actions and time management
 - Creating a prospecting campaign
 - Building skills and knowledge*
 - Improving attributes

1 DISSATISFACTION A. PASSIVELY | B. ACTIVELY

- **Problem solving:**
Looking for a solution to fix what's broken
- **Future seeking:**
Looking for possibilities to drive stronger results

1

PROSPECTING

- Researching buyers
- Implementing outreach plan*
- Setting a meeting*
- Planning for first meeting
- Beginning Sales Opportunity Plan*

77% of Elite Performers have sellers with the skills to fill the pipeline vs. 37% of The Rest

2 ANALYSIS

- Analyzing situation / causes
- Vetting intervention options
- Evaluating feasibility

2

NEEDS DISCOVERY | DRIVING

- **Driving:**
 - Inspiring with new ideas
 - Telling Convincing Stories*
 - Influencing agenda and creating opportunity
- **Driving and Discovery:**
 - Establishing rapport
 - Uncovering needs
 - Making impact case*
 - Establishing possible New Reality
 - Outlining possible approaches
 - Beginning to qualify the opportunity*
 - Assigning pursuit intensity*

When sellers bring opportunities to buyers proactively, the buyers are 2.9x more likely to be loyal

3 INTERVENTION

- Identifying provider options
- Evaluating options

3

SOLUTION CRAFTING

- Analyzing situation and affliction causes*
- Crafting the solution*
- Ensuring the solution is best for the buyer
- Tightening and clarifying impact case
- Preparing presentation strategy
- Reviewing proposal checklist
- Finishing qualifying the opportunity

Sales winners are 2.3x more likely to understand buyer needs

4 SELECTION

- Making a "Go" or "No Go" decision
- Selecting an option

4

SOLUTION PRESENTATION

- **Resonating***: presenting a compelling solution, Impact and New Reality case
- **Differentiating***: highlighting strengths and negating competitor advantages
- **Substantiating*** message and mitigating risks
- Soliciting feedback
- Overcoming objections

"Persuaded me we would achieve results" is the 3rd greatest difference between winners and 2nd-place finishers

5 COMMITMENT

- Negotiating agreement*
- Making commitment
- Executing agreement
- Allocating funds

5

WIN

- Delivering executable agreement
- Negotiating*
- Gaining verbal, written, public agreement
- Handing off to implementation

Elite Performers are 2.4x more likely to capture maximum prices in line with the value they provide vs. The Rest

6 IMPLEMENTATION

- Evaluating success
- Continuing or discontinuing
- Improving, evolving, and expanding

6

ACCOUNT DEVELOPMENT

- Ensuring maximum buyer value from purchases
- Embedding current offerings
- Planning to grow account*
- Driving new opportunities*
- Preventing competitive inroads

High performers in strategic account mgmt. are 2.8x more likely to work collaboratively with accounts to co-create value

Return to phase 1

*Click to view related content, including blog posts and white papers.

Sources
The research in this infographic comes from the following three RAIN Group Center for Sales Research studies:

1. *The Top-Performing Sales Organization Benchmark Report*, 2015.
2. *What Sales Winners Do Differently*, 2013.
3. *Benchmark Report on High Performance in Strategic Account Management*, 2012.