

WEEK 5

Challenge: Win the Sale

- ✓ First, read or listen to **Week 5: From Contact to Contract** in *It Starts with Clients* (pages 73-89 in the hardcover version)

In Week 4 you learned strategies to accomplish five key objectives in any client development conversation: Build rapport, establish your credibility, understand the client's agenda, go deep into an issue and add value, and get a next step. This week, you're going to assess how you're doing against some additional strategies that are critical to winning the sale.

Assignment

Assess four key factors that are essential to winning your sale

Pick a sale you are working on that has not yet concluded. Assess how you are doing against each factor. Write down actions you can take to elevate your ratings to a "4" or "5" for all the factors.

Winning Your Sale: Four Key Factors to Manage

Note: Each factor is explained in Week 5 of *It Starts with Clients* on pages 75-86.

Name of Client: _____

I/We Have:	Assessment
1. Developed strong trust with the key buyers and influencers	<div>Disagree Agree</div> <div>1 2 3 4 5</div>
Actions to push this rating to “4” or “5”	
2. Ensured that the major stakeholders are aligned around our proposal	<div>Disagree Agree</div> <div>1 2 3 4 5</div>
Actions to push this rating to “4” or “5”	
3. Addressed the Rational, Political, and Personal dimensions of the sale	<div>Disagree Agree</div> <div>1 2 3 4 5</div>
Actions to push this rating to “4” or “5”	
4. Ensured the foundations—the “proposal preconditions”— are in place before submitting a proposal	<div>Disagree Agree</div> <div>1 2 3 4 5</div>
Actions to push this rating to “4” or “5”	