

DealGym™ Lite

DealGym Lite is an application that helps businesses large and small, increase revenue and profit through intelligent deal qualification and effective sales strategy.

What will DealGym Lite do for me?

DealGym Lite is designed to help sales teams understand and consider the most important attributes of a sales opportunity. Crucially, it is viewed through the eyes of the buyer and provides a frank assessment of your current position and aids the creation of a comprehensive, winning, sales strategy.

DealGym Lite will enable you to:

- Develop an in-depth understanding of your customer's priorities
- Accurately assess your probability of winning
- Prioritise the vital elements of your opportunity
- Ensure effective resource allocation
- Highlight and track progress in the sales process
- Identify systemic opportunities to improve your company's overall sales performance
- Create a continuous, sales-focused, learning process across your entire organisation
- Increase revenue and profits.

How does it work?

DealGym Lite covers the eight most important attributes that directly impact your ability to win a deal. These range from price to customer relationships and the fit of your products or services to the customer's needs.

As each opportunity is unique the first stage is to rank the attributes in order of importance, as your customer would rate them, and assign a weighting against each. The second stage is to rate your current position and performance against the same attributes backed up by substantive evidence.

DealGym Lite presents your results in terms of win probability, together with a thermometer table setting out the attributes needing the most attention and clear advice on what to do about them.

Erroneous assumptions are the enemy in sales – dealing with the facts, using an evidence based approach – clearly reveals the areas that need your attention and therefore increases your chances of securing the business.

The results are used to:

- Assess your probability of winning
- Highlight your current position particularly in relation to your customer's priorities
- Refine the sales plan based on identified gaps
- Continuously re-qualify the opportunity
- Make informed decisions to qualify the deal in (or out).

Why DealGym?

DealGym Lite is innovative – it has been used over four continents – on a variety of deals from £20k to £20m. Uniquely, it focuses on the customer's priorities and your current position delivering insight into practically any sales situation.

PSP's philosophy is to arm organisations with an intuitive tool to help you compete, win more opportunities, increase profit and grow your business. DealGym Lite comes with embedded video tutorials, together with hints and tips to minimise learning time and cost.

Accessed via the Internet, DealGym's proven approach is one of the most valuable and cost effective investments you can make.

Who created DealGym?

Distilling three decades of blue chip and SME experience, PSP developed tools and processes to assist executives and sales teams to succeed in today's competitive market. From sales opportunity qualification through to account growth and executive customer satisfaction, we work alongside our clients to help them produce significant improvements in sales outcomes.