



## DealGym™

DealGym™ is an intelligent facilitated process that is enabled by an easy to use software tool that radically improves deal qualification and maximises the probability of winning.



### What will DealGym™ do for me?

The DealGym™ process will enable you to:

- Increase win rates
- Assess accurately your probability of winning
- Prioritise and focus on the weakest elements of your deal
- Ensure effective budget and resource allocation
- Highlight and track your progress in the bid process
- Identify systemic opportunities to improve your overall company sales performance
- Create a continuous learning process across your entire sales organisation.

DealGym™ is designed to help Sales Leaders and their teams to break down and consider all the important attributes of a bid. This presents a clear view of the relative importance of each attribute within the deal, crucially from the viewpoint of the buyer, and offers a frank and honest assessment of your bid teams' current position with respect to each.

Erroneous assumptions, guesswork and 'happy ears' are the enemy here – dealing with the facts, using an evidence-based metrics driven approach as the test, will clearly reveal to your sales team the key areas that need attention and drive up your win probability.

### How does it work?

The DealGym™ process covers up to 20 attributes that directly impact on your ability to win a deal. These range from price to customer relationships, and the quality of your pursuit team.

All deals are different, therefore the first stage is to rank these attributes in order of importance as rated by your prospect, and assign a relative weighting. The next stage is to rate your current position and performance supported by real evidence.

DealGym™ then presents your results in terms of probability, expressed as a percentage, together with a thermometer table setting out the attributes requiring the most attention and advice on what to do about them.

The results are used to:

- Assess probability of winning
- Highlight strengths and weaknesses of your position
- Refine the sales plan
- Qualify the bid in or out.

### Why DealGym™?

DealGym™ is novel and innovative – it has been test driven over four continents on a wide variety of deals from as small as £1 million up to £250 million and above. Used with skill it is effective in bringing critical insight into practically any sales situation.

Our central philosophy is to quickly and effectively train our clients to become experienced and self-sufficient with the DealGym™ process freeing them from dependency and the cost of external advice, other than when the importance or complexity of a deal merits it.

This proven intelligent approach to effective acceleration of win-rates means DealGym™ is the most effective investment a Sales Leader can make.

### About PSP

At PSP we work alongside our clients, helping them deploy world-class sales enablement processes effectively to produce significant improvements in sales outcomes.

Distilling three decades of blue chip experience, we have industrialised proven processes and tools that focus on deal qualification; win/loss analysis; sales strategy and planning; account growth (retention and renewal); and executive customer satisfaction.

PSP has offices in the UK and Australia.