



The Power of Qualification

Unlocking untapped potential in the sales process

Increasingly, we meet Sales Directors who are struggling to allocate scarce team resources and budgets across their pipeline. Added to this, we routinely come across organisations with win-rate outcomes of 15-20%, sometimes less. Our attention has moved upstream to analyse the quality of opportunity and assess, based on real evidence, the probability of winning.

In today's market, where we see economic activity at last on the rise, experienced sales teams have become a limiting constraint and under increasing pressure for both quality and volume – skilled bid resources are being stretched to the limit. Perhaps just as concerning, we come across sales teams that don't understand the full spectrum of what it takes to compete successfully to win complex deals in the 21st Century – today's consistent winners have an increasingly sophisticated approach.

A large part of the solution is to be far more selective and, in the process, to understand the brutal reality of how you're positioned across all the critical aspects of a deal – the strength of your relationships, what's driving the business and personal agendas, the strength of the competition, the fit of your solution, pricing, risk, value and a whole host of other attributes that will vary in priority – in the eyes of the buyer – from deal to deal.

Qualifying OUT with more precision and understanding clearly the reasons why -

- Allows you to focus on what you can win
- Makes better use of scarce, stretched resources
- Frees up bid budget for your best bets
- Creates an 'expectation to win' when you Qualify In

...and, of course, is the surest way to rapidly increase your win rate.

Qualifying IN with a detailed evidence-based understanding of your strengths and weaknesses in relation to what's most important to your buyer –

- Guides the team on where to focus to increase the probability of winning
- Sets a clear baseline on what you really know, as opposed to what you might wish to assume ('happy ears' are part of the problem)
- Builds Executive confidence in your deal (and, consequently, in the team)
- Provides a continuous driver for improvement through the entire sales cycle which is how the best companies win on a consistent basis.

Over time, the smartest companies are building up a competence in a more scientific approach to qualification. They are embedding a culture of dealing with reality into their sales process because recognising and reacting to your actual situation, as opposed to where you would like to be, is what you have to do to win.

Who are PSP?

PSP comprises Russell Haynes, John Sharples and Chris Wilson. A network of associates supports them; each an expert in their own field of sales and business leadership, sales operations and enterprise support.