

CONNECT11: ENABLING THE BUYER'S JOURNEY

Developer of Buying Facilitation®
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***Would you rather sell?
Or have someone buy?***

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7%

.6-4%

80%

Solution Placement

Getting Appointments, Writing Proposals, Following Up, Lead Scoring, Lead Nurturing, Prospecting, Qualifying, Pitching, Networking, Social Media

Dale Carnegie

Dale Carnegie

CONSULTATIVE	SOCIAL MEDIA	MARKETING AUTOMATION
Sandler	LinkedIn	Lead Scoring
SPIN	Facebook	Lead Nurturing
QBS	Twitter	Telesales
High Prob	Networking	
Solution Sales		

90%+ of your time is wasted

WHAT DO BUYERS WANT?

**To solve a business problem they cannot
resolve with familiar resources**

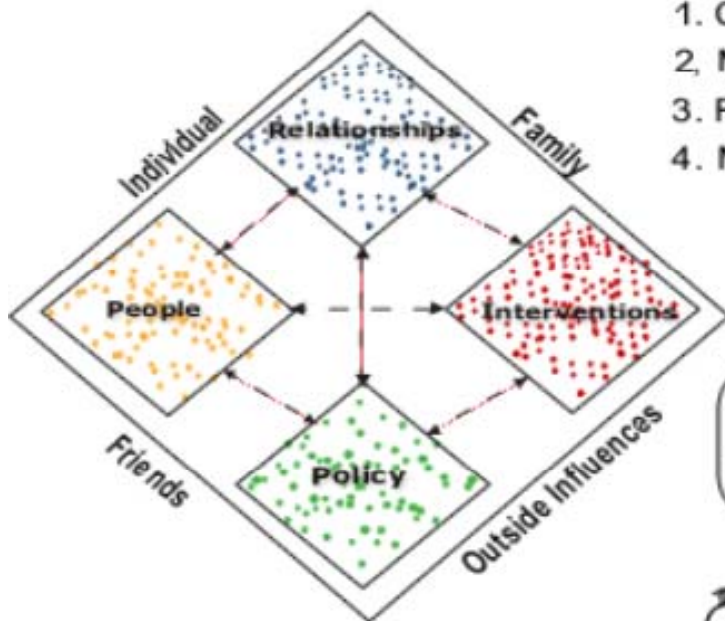
What is a System? And why should I care?

WHAT IS A SYSTEM?

Relationships	Interventions	People	Policies
● external support	● media	● role, job description	● rules, norms
● vendors	● global conditions	● management styles	● history
● stakeholders, boards	● brand integrity	● leadership styles	● goals
● outsourced groups	● strategic mandates	● values/beliefs	● initiatives
● international factors	● politics	● communication style	● time frame

Every buyer's environment contains a unique combination of the elements that need to be managed before they make a decision.

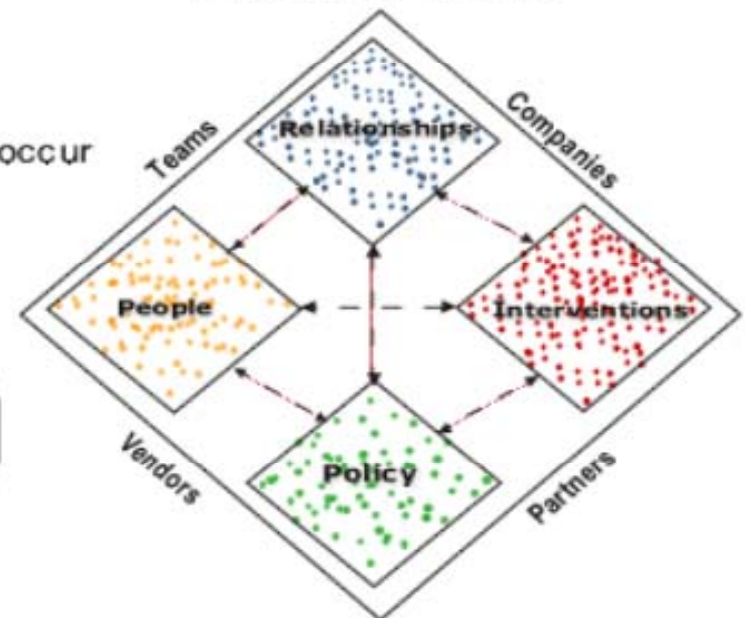
Business - to - Consumer



These elements:

1. Create the problem
2. Maintain the status quo
3. Resist Change
4. Must be included for change to occur

Business - to - Business



No wonder the solution isn't obvious!

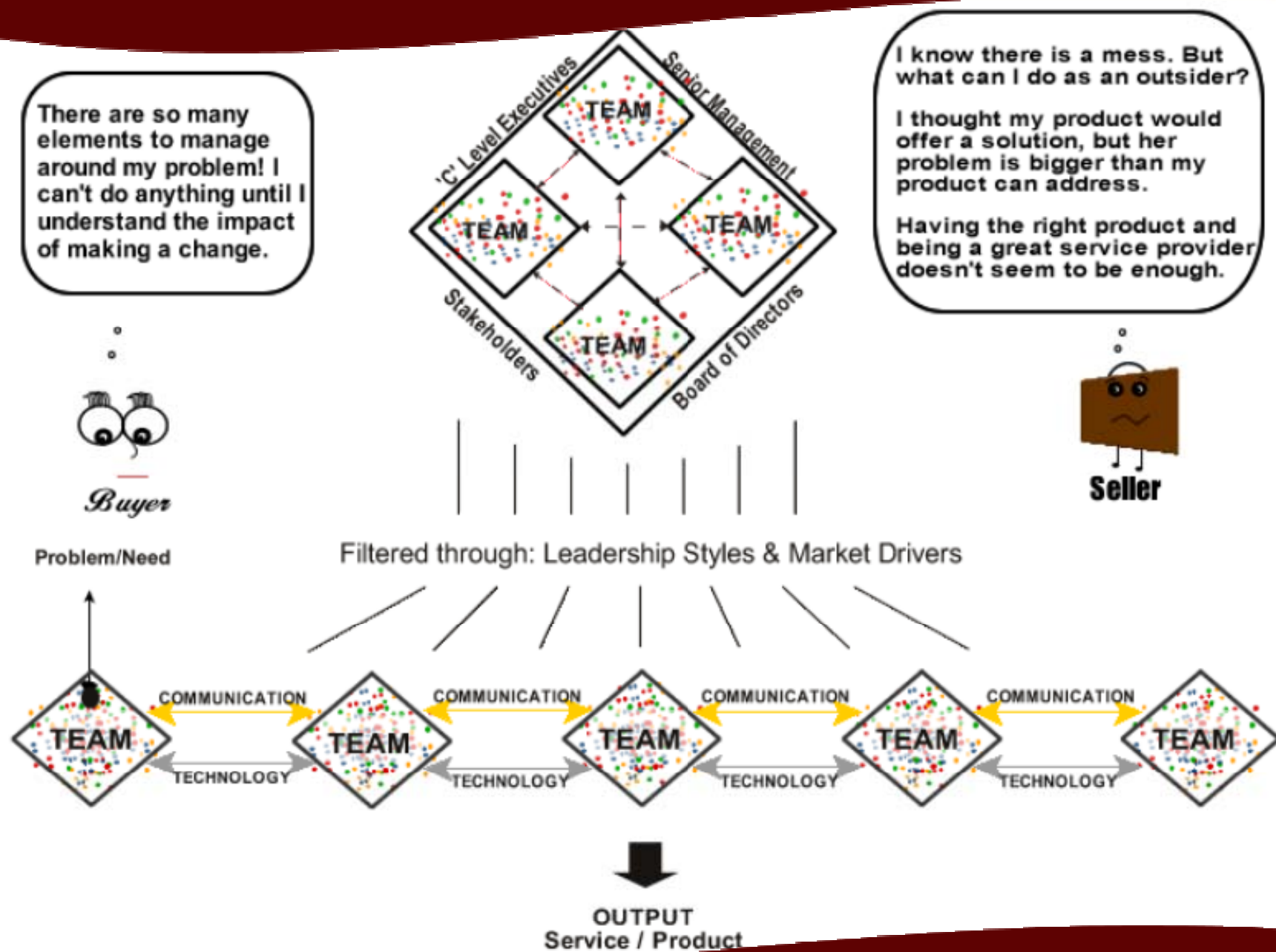
What a mess!



Buyer



WHAT IS A SYSTEM?



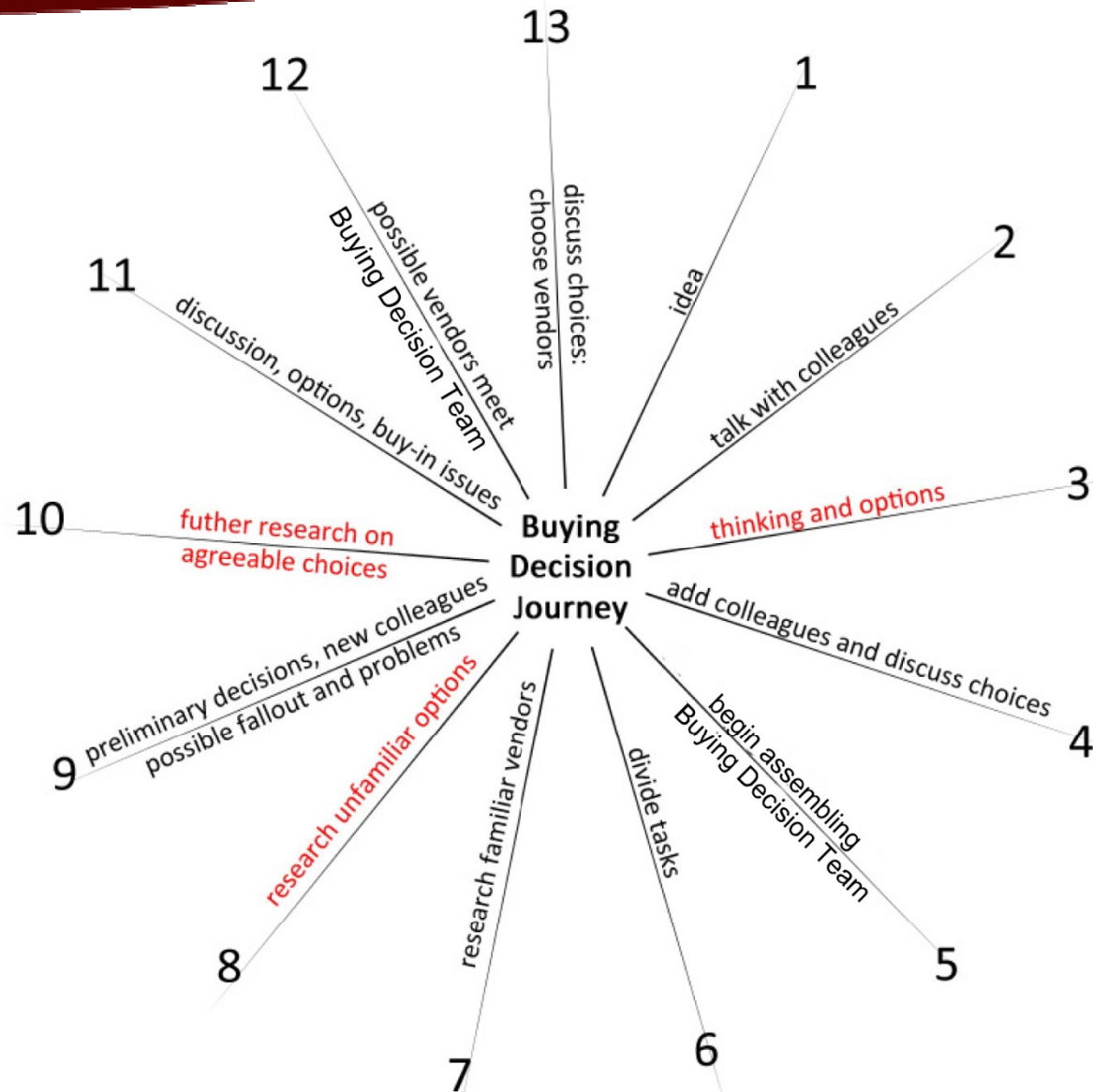
WHAT IS A SYSTEM?

Until or unless all of the people, policies, departments, and relationships line up behind a new solution, they will not buy.

BUYING JOURNEY



BUYING JOURNEY



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Buyers aren't buying because they have not managed their off-line, back-end, behind-the-scenes idiosyncratic, private buy-in issues.

Steps In A Buying Journey

STEPS IN A BUYING JOURNEY

#1

Idea

#2

Conversation with a few colleagues

#3*

Colleagues being thinking, checking out options, getting ideas

#4

Invite in, and meet with, more colleagues to discuss choices, criteria, possibilities

#5

Begin to put together a Buying Decision Team & decide who else to include

#6

Discuss, choose, and divide tasks

#7

Research status of known resources and vendors

STEPS IN A BUYING JOURNEY

#8*

Research possible unfamiliar options

STEPS IN A BUYING JOURNEY

#9

**Meet to share data, make preliminary decisions,
add new colleagues to Buying Decision Team**

#9

Meet to share data, make preliminary decisions, add new colleagues to Buying Decision Team

- **Preliminary decisions on courses of action**

#9

Meet to share data, make preliminary decisions, add new colleagues to Buying Decision Team

- **Preliminary decisions on courses of action**
- **Decide who is responsible for what**

STEPS IN A BUYING JOURNEY

#9

Meet to share data, make preliminary decisions, add new colleagues to Buying Decision Team

- **Preliminary decisions on courses of action**
- **Decide who is responsible for what**
- **Discuss possible fall out**

STEPS IN A BUYING JOURNEY

#9

Meet to share data, make preliminary decisions, add new colleagues to Buying Decision Team

- **Preliminary decisions on courses of action**
- **Decide who is responsible for what**
- **Discuss possible fall out**
- **Discuss politics, problems, procedures, roles**

#10*

**Individuals do further research
(webinars, blogs, podcasts) on choices
agreed upon**

#10*

Individuals do further research (webinars, blogs, podcasts) on choices agreed upon

Reach out to possible vendors, bring data back to BDT

#11

**Meet to discuss options, fallout,
problems, buy-in issues**

#12

Have all possible vendors meet some of the Buying Decision Team members

Or

Develop and send out proposal

#13

Meet to discuss choices of vendors

What is Buying Facilitation®?

Buying Facilitation® defined

Buying Facilitation® is a decision facilitation model that teaches buyers how to recognize and manage all of the behind-the-scenes, backend, off-line issues they must address to get the buy-in necessary to bring in a new solution and avoid disruption. It is a change management model and systems based.

How Buying Facilitation® can manage the buyer/seller collaboration

Buying Facilitation® playbooks can handle the buyer's journey

- **Qualifying**

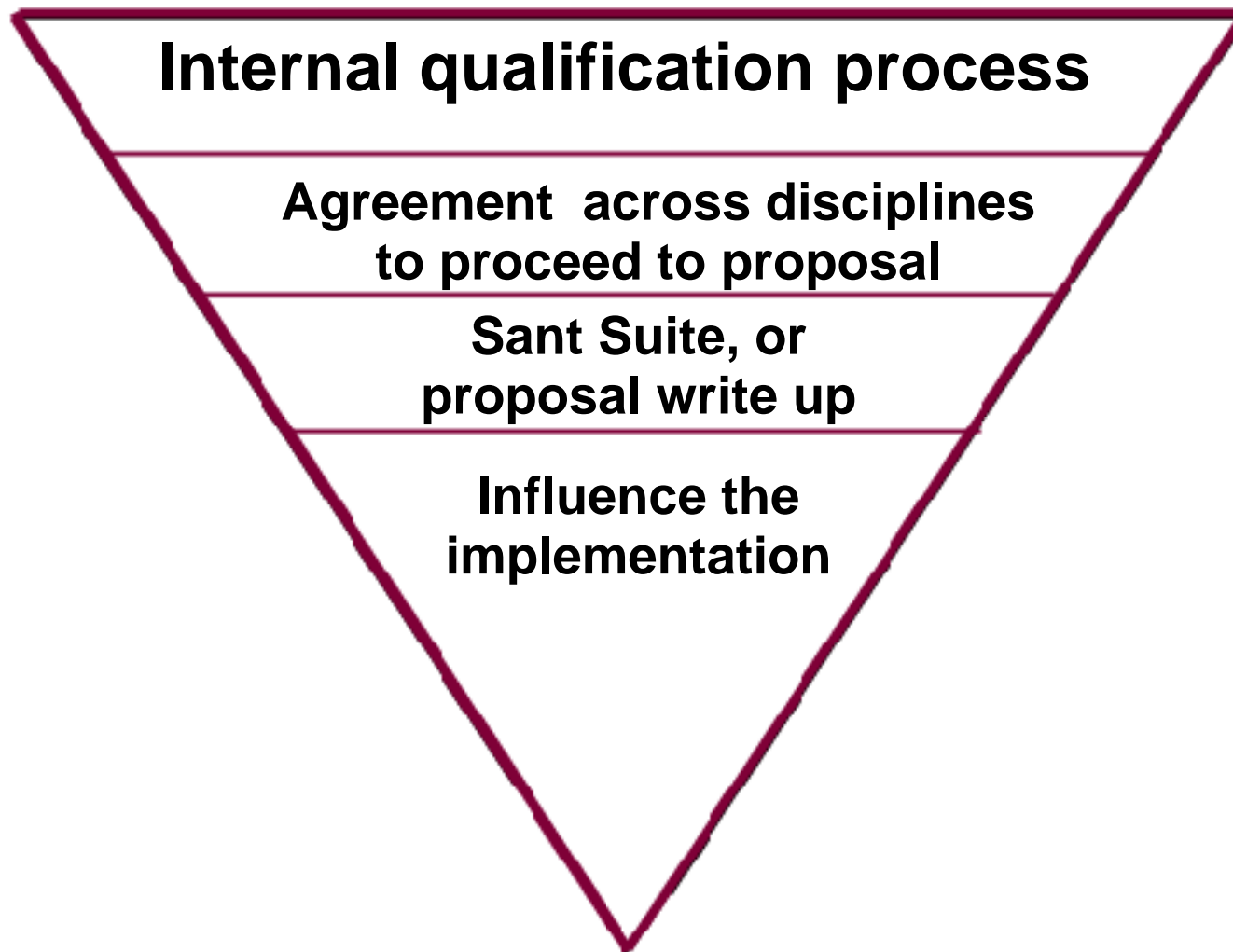
Buying Facilitation™ playbooks can handle the buyer's journey

- **Qualifying**
- **Questionnaires, Surveys**

Buying Facilitation® playbooks can handle the buyer's journey

- **Qualifying – proposal management / sales**
- **Questionnaires, Surveys – proposal management**
- **Qvidian Sales Playbooks**
 - **Recovering lost/stalled sales**
 - **Influencing the buying decision**
 - **Buying Facilitation® scripts for telesales**

RFP comes in...



RFP comes in...

Internal qualification process

- *Are you qualifying your opportunities efficiently?*

We have a Word Template to ensure the sales group has done their job to qualify appropriate opportunities.

RFP comes in...

Agreement to proceed

- *Does buyer have a preferred vendor? Or choosing among all proposals?*
- *How can you differentiate yourself?*
- *How can you understand and influence buying criteria?*

We have a questionnaire to send to the buyer pre-proposal, to help them self qualify.

RFP comes in...

Sant Suite, or proposal write up

RFP comes in...

Influence the implementation

- *Make sure buyer ready & all Buying Decision Team members involved.*
- *Take a leadership role in the Implementation process.*

We have a buyer questionnaire to supplement your proposal to lead buyers through their implementation. Will differentiate you and exhibit professionalism.

Helping RFP initiators clarify vendor choice

SAMPLE:

To help buyer determine vendor:

- We are looking very closely at price points.
- Price is very important: we value quality and service even more.
- We have a full implementation design ready.
- The full Buying Decision Team agrees to vendor choice criteria.

Qualifying proposal efficacy with sales teams

SAMPLE:

To qualify with sales team

Is the full Buying Decision Team on board?

Why would they choose an unknown vendor over a current vendor?

How important is price over quality of service and solution?

How are they set up for implementation?

What has stopped them from resolving this problem until now?

Qualifying template for RFP initiators

SAMPLE:

Change management Questionnaire for buyer

- Users:

- What would you expect us to manage to ensure that current solution fits with our solution?
- How can we help you get user buy-in to reduce resistance/buy-in issues?

- Managing current technology:

- What can we offer to make sure there is no downtime melding Sant Suite with your technology?

- Management:

- How can we help address any pre implementation management issues?

- Buying Decision Team:

- Are all who will touch the solution on the Buying Decision Team already?

Qvidian has a full suite of sales and Buying Facilitation® playbooks

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