

# Three whys of sales qualifying and forecasting

Scott Hoffman

[SellingPragmatically@gmail.com](mailto:SellingPragmatically@gmail.com)

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# Buyer's Journey meets Sales Process

Interest  
Latent pain



Unqualified  
Interest

Investigation  
Active pain



Opportunity  
Qualifying, Budget  
& Decision Maker

Consideration  
Options & priorities



Value Demo  
& POC

Purchase  
Selection &  
Negotiation



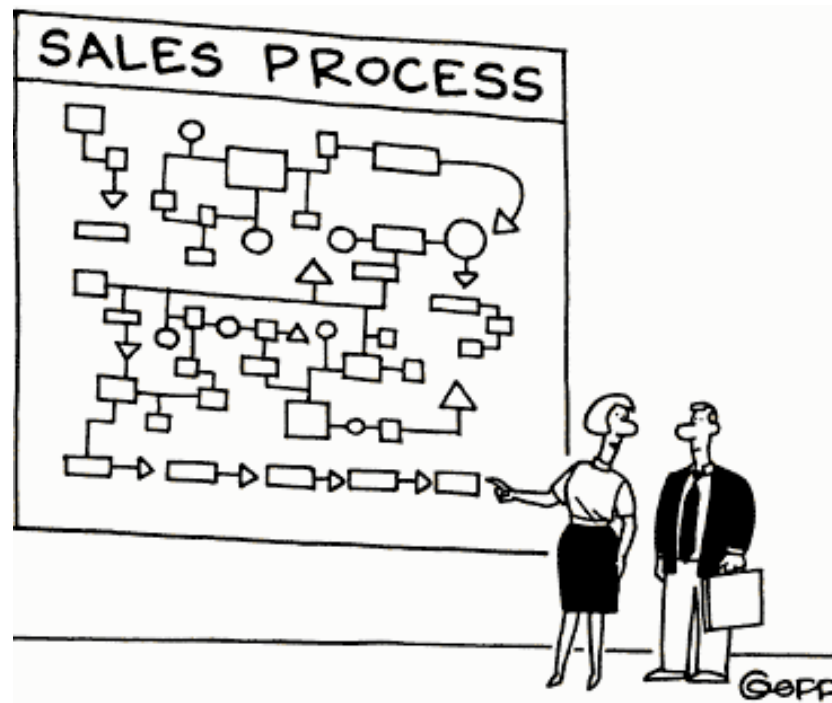
Selected  
Negotiation

Post purchase  
Implementation



Delivery  
Implementation

Complexity does not mean results



"And then you'll close the sale."

## 3 Whys of qualifying and forecasting

- A simple process
- Fits well with others such as MEDDIC(S) or Miller Heiman
- Can map to CRM stages
- Most are probably using part of it now

A place to differentiate from everyone else



## What are they

- Why ANYTHING: A compelling reason to buy
- Why US: A compelling benefit that makes us unique
- Why NOW: A compelling event for the close date

A pulse and a sympathetic ear rarely buy



# Why Anything

- What is the **Metric** they want to affect
- An **Economic Decision Maker** is identified
- They know their **Decision Process**
- The compelling reason



# Why Anything questions

- For the customer

- What happens if they do nothing
- What does success look like
- To recommend your company renews what needs to be accomplished
- Why has this not been started before

- For the sales rep

- Who is reporting what to whom
- What is in it for that person, personal win
- Was this a budgeted item, if not where is the budget coming from
- When was the last time you asked

I can flip a coin I need you to improve on that



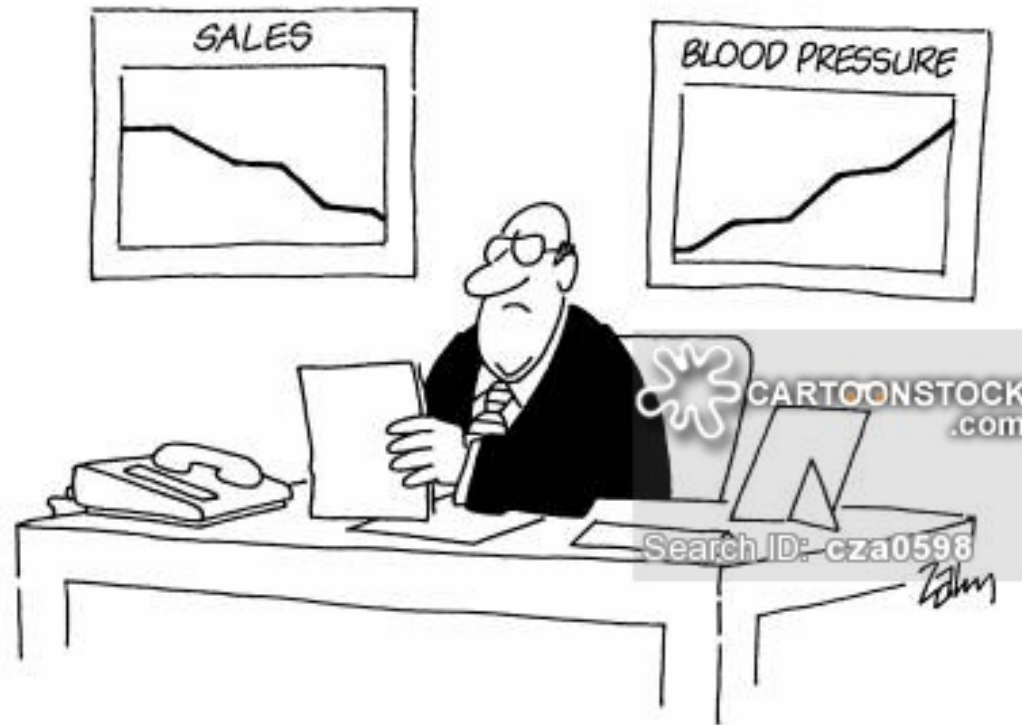
## Why Us

- Prospect can articulate a clear **Decision Criteria**
- You have a **Champion**
- What is the unique advantage we have
- A good place for technical resources
- Don't give up your quid before getting your quo

# Why Us questions

- For the customer
  - What is missing from your current solution
  - Will other teams participate in the selection and what are their needs
  - What is the result of a successful POC
- For the sales rep
  - Do you have access to the decision maker
  - How have you determined they are the decision maker
  - Why does your champion want us to be selected

I fear what I don't understand



## Why Now

- The compelling event is not a compelling reason
- A key pain point is **Identified**
- Work backwards to the close date
- MEDDIC(S) helps identify this
- Know the name and status of **Signer**
- It is hard to generate this for the customer

# Why Now questions

- For the customer
  - Who is the signer are they available
  - What is the role of purchasing
  - Does this offer meet your decision criteria
  - What is the purchase process
- For the sales rep
  - Have you talked with the signer
  - What happens if this pushes a month can they meet their goals
  - Do they need a PO, has that process started,
  - how long does it take

Sales are dynamic the tools we use must adapt

FEEDBACK INC.



BY MARK LARSON



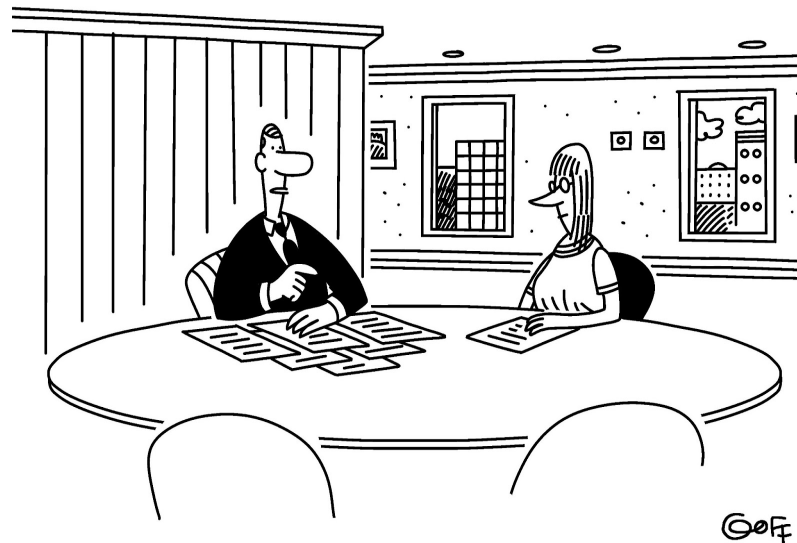


## CRM suggestions

- Process can guide but this is a sales professional activity
- Why anything is Qualified or Engaged = **Pipeline**
  - Metrics + Economic Buyer
- Why Us fits Proposed or Selected and probably **Best Case**
  - Decision Criteria and Decision Process
- Why Now is Contracted and this is **Committed**
  - There is a key Pain if the deal is not closed
  - They have a burning compelling event
  - We have the Signer's attention

I swear it will help determine where we miss

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**“Every step of the sales process went perfectly except the part where the customer buys our product.”**

## A few observations

- Forecasting is hard but shouldn't be esoteric
- Consistency creates comparisons for faster recognition
- Single non word wrapped bullets
- Pushing sucks worse than losing
- A compelling reason without a compelling event pushes
- Avoid I think, I feel, I believe