






SALES STRATEGY LADDER[®]



LADDER® Process Flow – Customer Presentation/Interview/NBD

	HOW	WHO	WHAT
PREWORK	Minimum 60 minutes.	Sales lead and/or sales team.	<p>Research the customer using either <u>COLA</u> or the <u>LEARN/AIM Worksheet</u> and/or <u>opportunity background form at AlwaysStrategic</u> prior to the first meeting.</p>
 LEARN  AIM	60 to 90-minute virtual meeting.	Sales team and AlwaysStrategic.	<p>Review <u>COLA</u> or <u>LEARN/AIM Worksheet</u> and all relevant and important information about the customer situation, business drivers, people who will evaluate and decide, company culture, and more. Based on knowledge from LEARN, brainstorm key elements where you need to AIM your messaging in the presentation that will lead to a decision in your favor.</p> <ul style="list-style-type: none"> <i>Prework for next step, DRAFT: Begin to define your End in Mind and key topics to cover. Draw from previous presentation content or start from scratch.</i>
 DRAFT	60 to 90-minute virtual meeting.	Sales team and AlwaysStrategic.	<p>Based on AIM, structure the content for audience engagement. Use the <u>Drive the Decision</u> or <u>Story Framework</u> or your preferred sales methodology model. AlwaysStrategic will bring innovative methods and techniques to the content to add substance, sizzle and soul.</p> <ul style="list-style-type: none"> <i>Prework for next step, DRILL: Presenters organize and develop their own section and be fully prepared to do live practice.</i>
 DRILL	60 to 90-minute virtual meeting.	Sales team and AlwaysStrategic.	<p>DRILL is practicing primarily the beginning and end, organize and practice each transition, clearly say aloud every part of the content, and practice again until the delivery is smooth. Optional one-on-one coaching can help each presenter be fully prepared and confident for their specific section (30 minutes per salesperson).</p>
 EXECUTE	In-person or virtual.	Sales team and Prospect/Customer.	<p>Because you implemented LEARN, AIM, DRAFT, and DRILL you can be confident in your content and your delivery to EXECUTE the customer presentation with poise. Use the <u>EXECUTE Checklist</u> to be sure you and the team are ready.</p>
 REVIEW	30-minutes.	Sales team with or without AlwaysStrategic.	<p>The <u>REVIEW Worksheet</u> guides you to document new information learned from engaging with the customer. This new information will help you as you apply LADDER to the next step in the buyer process. Contact AlwaysStrategic prior to the next face-to-face whether in-person or virtual.</p>