



ASHER

GLOBAL LEADERS IN SALES STRATEGIES.

20-Step New-Business Capture Process

ASHER Strategies, Inc.

The Buyer's Need

A short succinct description of what the buyer needs

Notes:

- ① Projection of each viewgraph keeps everyone informed and involved and provides a central point for action items.
- ② Use different colored pen for action items

The Buyers

Economic/Strategic Buyer

(Final approval to spend money)

User Buyer

(Will be the primary funder of our offering)

Technical/System Buyer

(Checks our offering to ensure it is technically correct and/or meets specifications)

Coach

(Someone in their organization who wants us to succeed)

The Internal Capture Team

The handful of people in our organization who get together to brainstorm the opportunity and apply the 20 Step New Business Capture Process to the opportunity

1.

2.

3.

4.

5.

Notes:

- Usually 4 to 7 people
- Members represent a cross section of people from all departments (e.g. operations, marketing and engineering.)
- Need some managers in order to assign action items to people
- Top management usually does not participate in the sessions, but is briefed on the result
- People from other areas in the organization can provide out-of-the-box thinking

Information Required About the Need

What documentation about the Buyer's need do we need to get, e.g., requirements documents, test plans specifications, schedule, # of units?

What information do we need to get?	How are we going to get it?	Capture Team action person assigned

Information Required About the Buyers

What do we want to know about the buyers professionally and personally?

What information about the buyers do we want?	How are we going to get it?	Capture Team action person assigned

Information Required About the Money Available

Is it in the Buyer's budget?

What information do we need to get?	How are we going to get it?	Capture Team action person assigned

Information Required About the Competition

Likely Competitors	What information do we need to get?	How are we going to get it?	Capture Team action person

Assessing the Competition

The Top Three Competitors	Strengths	Weaknesses
1.		
2.		
3.		

Notes:

- Provides info on other organizations in case we need to team up to get the “killer argument.”
- Provides info on the competition’s weaknesses. Useful in “ghosting” the competition.

Our Investment Required

What will it cost us to close this opportunity?

- | | | |
|----|------------------------------------------------------------------------------|-----------------|
| 1. | Cost of people working on overhead supporting the marketing / selling effort | \$ _____ |
| 2. | Travel costs | \$ _____ |
| 3. | Cost to provide free on-site people at the customer's site | \$ _____ |
| 4. | Internal Research and Development costs, e.g. | \$ _____ |
| | a. Software development | |
| | b. Prototype costs | |
| | c. Cost of demonstrations | |
| 5. | Cost to write the proposal | \$ _____ |
| 6. | Other costs | \$ _____ |
| | Total Cost | \$ _____ |

Our Return-on-Investment (ROI)

1. Expected revenue in the first two years of funding \$ _____
2. Anticipated profitability _____ %
3. Our investment required (from previous view graph) \$ _____
4. Internal ROI \$ _____

Our Response to the Buyer's Need

What are we going to offer the buyer that will satisfy part of or all of the need?

What is Our “Killer Argument”?

- *How can we show the buyer that we have satisfied the exact same need for similar buyers in the recent past. List examples.*

OR

- *If we cannot show this, what can we do to reduce the risk in the buyer's mind?*
 - *What have we done that relates?*
 - *What other organizations can we team up with?*
 - *How can we use the experience of our vendors, suppliers, subcontractors and consultants?*
-

What are Our Key and Ghosting Discriminators?

- *What is unique and superior about our offering?*
- *What can we use to “ghost” the competition? How can we counter the competitors’ weaknesses?*

“Ghosting” Discriminators

- 1.
- 2.
- 3.
- 4.

Key Discriminators

- 1.
- 2.
- 3.
- 4.

Return-on-Investment Analysis

How quickly will our solution pay for itself? Or reduce or avoid costs?

Why should the economic buyer fund this solution?

ROI Analysis Needed?	Data Needed	Capture Team action person assigned

The Team

- *What team do we need in order to have a “killer argument”?*
- *Are there any strategic or political considerations?*

Potential Teammate

Rationale

Who Is the Lead Salesperson(s) for Each Buyer

Economic/Strategic Buyer

(Final approval to spend money)

User Buyer

(Will be the primary funder of our offering)

Technical/System Buyer

(Checks our offering to ensure it is technically correct and/or meets specifications)

Notes:

- Match up sellers and buyers based on:
 - Personality types (Match or mirror)
 - Seniority level in the organization
 - Level of technical knowledge
 - Previous relationships

What is Our Pre-Selling Contact Plan?

Who do we need to pre-brief?

- Get all available information from our “coaches”
- Convince following people in our organization:
 - 1.
 - 2.
 - 3.
 - 4.
- Convince the following people who influence the buyers:
 - 1.
 - 2.
 - 3.
 - 4.

Potential Questions and Objections and Our Responses

Questions/ Objections	Response	Action Needed (if any)	Capture Team action person

Several Appropriate Closing Proposal Approaches

Of the top 10 closing proposal approaches in use in the U.S. today, which ones are most appropriate for this buyer/opportunity? How would we use them?

Elements of Our Presentation

What will be the elements of a presentation if we have to give one, or if we need to leave info with the user buyer and/or technical buyer to influence the economic/strategic buyer?
