



Deal Review & Coaching Questions

GUIDE FOR MANAGERS

ObservePOINT

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Metrics

1. What quantifiable metrics did we uncover?
2. How do metrics map to the Economic Buyer's priorities?
3. How does our solution uniquely solve their metrics?
4. How does our solution uniquely solve their metrics?
5. How have we documented metrics?
6. What reference stories with similar metrics did we share?

Economic Buyer

1. Who is the Economic Buyer? What's your engagement plan?
2. How do you know your Economic Buyer is the one?
3. How will you get access to the economic buyer?
4. What are the Economic Buyer's top priorities, in their words?
5. How are you building a relationship with the economic buyer?

Decision Criteria

1. What is the business and technical decision criteria?
2. What are the highest priority criteria and for who?
3. Who helped create the criteria?
4. How did we influence the decision criteria?
5. Why do they have to buy now?

Decision Process

1. What steps are included in the customer's decision process?
2. What key stakeholders are involved in the Decision Process and what do we know about them?
3. How did you map out the decision process?
4. How have you verified the sequence of events with all decision stakeholders?
5. What risks or red flags exist in the decision process and how will we overcome them?

<p>Metrics</p>	<ol style="list-style-type: none"> 1. When's the last time you verified and re-verified the paper process? 2. Who is the actual signer? What can stop them from signing? 3. What are the risks in the paper process? 4. What can stall this deal? 5. Can we get this deal done in time?
<p>Implications of Pain</p>	<ol style="list-style-type: none"> 1. What pain are we solving for them? 2. Why is the pain an issue for them in their current process? 3. How does our product uniquely solve their pain problem? 4. What are the negative consequences of not solving the problem? 5. Who suffers if they can't solve this problem?
<p>Champion</p>	<ol style="list-style-type: none"> 1. Who is your Champion and how do you know they're a champion? 2. How do you know your champion is your champion? 3. How is the champion selling our value internally? 4. How do you know your champion can get a deal done? 5. How well aligned is your Champion with the Economic Buyer?
<p>Competition</p>	<ol style="list-style-type: none"> 1. Who are our primary competitors on this deal? 2. What prior relationships do the champion and economic buyer have with these competitors? 3. Who are your internal and external competitors? 4. Where are we strong (Differentiators) and where are we weak relative to the competition as perceived by the customer? 5. What's your plan to stay ahead of the competition?