# WINNING SIX-FIGURE SALE Cheat Sheet



## Part 1 - Rapid Assessment Review







#### 1. Deal Desk Economics

Company Name:	
Review Date:	
Sales Rep / SE / Partner Rep:	
Initial Deal Size Range: i.e. \$150 – 200k	
Number of years of support being sold?	
Expected Discount Level %:	
Expected Gross Margin %:	
Forecasted Close Date:	
Opportunity Number (in SFDC):	
Is Deal Desk approval required? Yes / NO	

- 1. What are we SELLING (Product and License Type; Perpetual, Subscription, Cloud)?
- 2. What Additional Revenue can we expect in the next 12 24 months?
- **3.** If there is additional revenue, what is the Get-Well Plan to reduce future discounts / Improve Margins?
- 4. Are there any Special Terms and Conditions we might not like?

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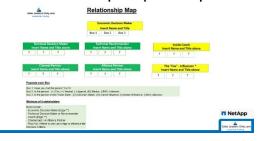


### 2. Budget and Authority

- 5. Has the Budget been approved?
- 6. Has the Budget been released?
- 7. Has anything changed in the customer's Approval process?

#### **Complete Relationship Map Template**

The Relationship Map - Template



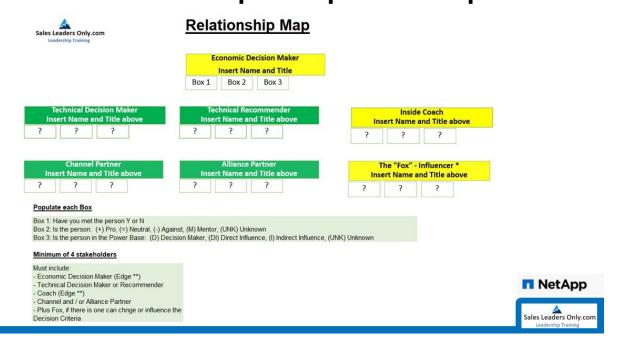
- **8.** Are you speaking with the Decision Maker who has Final Authority to spend the budget?
- 9. Have you or your boss met them in Person?

#### 3. Needs and Timing

- 10. What Needs and Business Outcomes will the solution address?
- **11.** Is the solution Strategically Relevant, Tactically Urgent and provide Rapid Time to Value?
- 12. What is the Compelling Event that will ensure the deal closes as forecasted?
- 13. What happens if you miss the Compelling Event?



# The Relationship Map - Template



## WINNING THE SIX-FIGURE SALE



Big Deal Roadmap

