

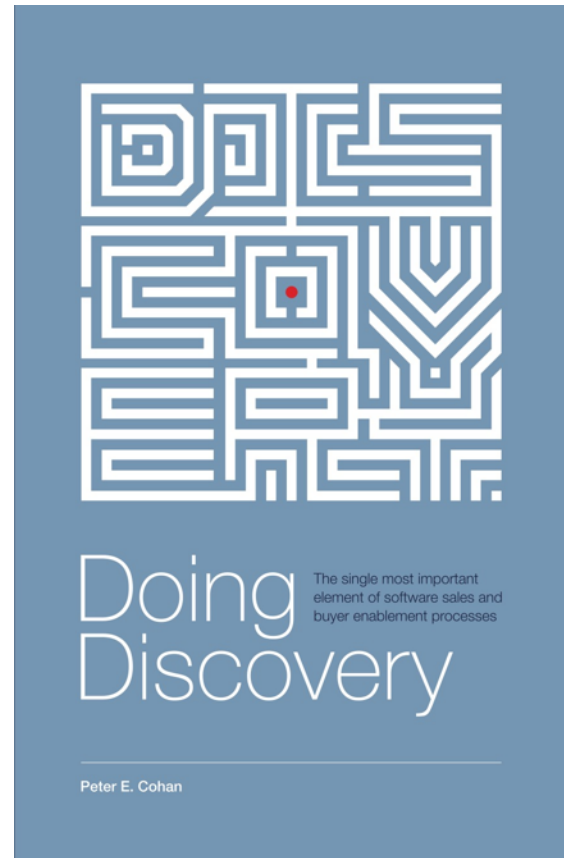


GreatDemo!

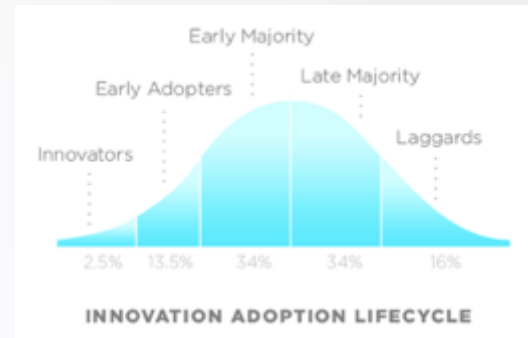
Doing Discovery

June 29, 2023

Increasing Sales Productivity and Avoiding No Decision Outcomes



Some Numbers...



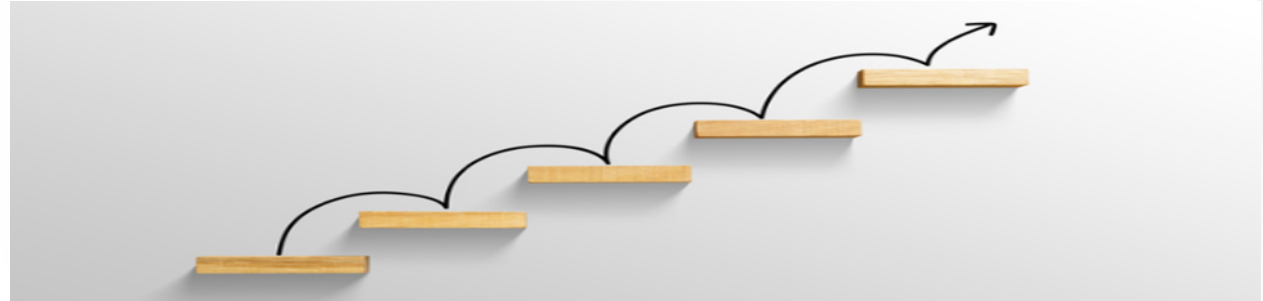
16%	Innovators and Early Adopters	Will take action!
34%	Early Majority	Will think about it...
34%	Late Majority	Will try to avoid it...
16%	Laggards	Aren't even here!



Improve Sales Productivity?

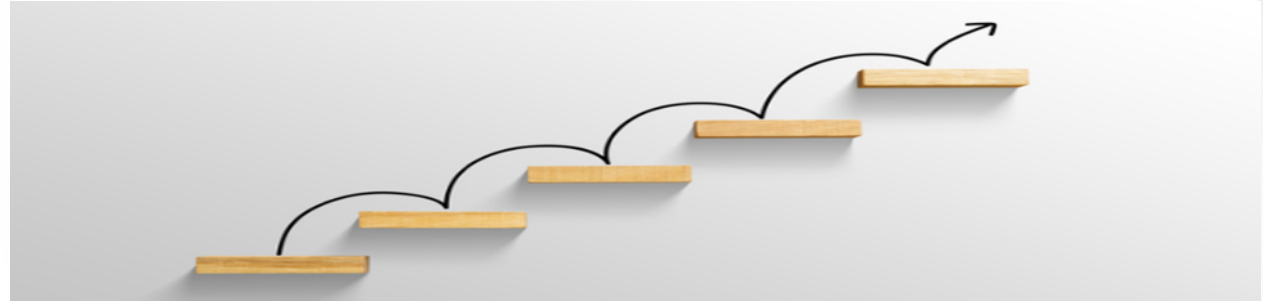
Improve Sales Productivity?

- ✓ Training
- ✓ Software
- ✓ Incentives
- ✓ Playbooks
- ✓ Organize
- ✓ Track and measure
- ✓ Communicate
- ✓ ...



Improve Sales Productivity?

- ✓ More Leads
- ✓ Better Leads
- ✓ Less Admin
- ✓ Better Tools
- ✓ Better Hacks
- ✓ Better Methods
- ✓ ...





No Decision Outcomes

~45%

No Decision Outcomes Range

20% - 80%

~45%



~45%

What Would It Mean...?

To *Reduce* Your No Decision Rate by:

✓ 10%



✓ 15%



✓ 20%

✓ 25%

✓ 30%

✓ ...



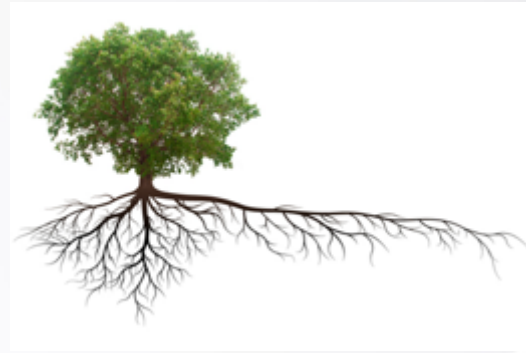
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No Decision Outcome

“Your product looks good, but we feel we can continue to live with the current situation...”



Root Cause Analysis



Symptoms:

- Yes, yes, yes, yes, but
- Never closes

Solution: Improve discovery skills

- Test for Critical Business Issue



Doing Discovery Situation Slides

Job Title / Industry	VP Sales, Mid-size Software
Critical Business Issue	Achieve /exceed quarterly and annual quotas
Problems / Reasons	<ul style="list-style-type: none">• Using multiple Excel spreadsheets and email;• Takes forever to roll up forecast;• Gets worse towards end-of-quarters;• Often asking IT for help – goes back and forth;• Too many errors;• Sales team spends too much time with process
Specific Capabilities	<ul style="list-style-type: none">• Want rapid access to current numbers• Need visibility into status for overall forecast, large opportunities• Insight into individual reps' performance
Delta	<ul style="list-style-type: none">• \$2M incremental revenue;• Recover / redeploy 2.5 FTE
Critical Date	New Field Office November 15

Doing Discovery Situation Slides

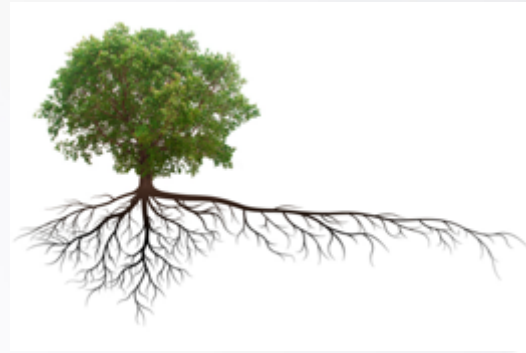
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Critical Date	New Field Office November 15

No Decision Outcome

“We don’t see
enough value...”



Root Cause Analysis



Symptoms:

- Yes, yes, yes, yes, but
- Never closes

Solution: Improve discovery skills

- Test for Critical Business Issue
- Test for sufficient Value



Doing Discovery Situation Slides

Job Title / Industry	VP Sales, Mid-size Software
Critical Business Issue	
Problems / Reasons	<ul style="list-style-type: none">• Using multiple Excel spreadsheets and email;• Takes forever to roll up forecast;• Gets worse towards end-of-quarters;• Often asking IT for help – goes back and forth;• Too many errors;• Sales team spends too much time with process
Specific Capabilities	<ul style="list-style-type: none">• Want rapid access to current numbers• Need visibility into status for overall forecast, large opportunities• Insight into individual reps' performance
Delta	
Critical Date	New Field Office November 15

No Decision Outcome

“We’re not in a hurry...”

or

“We need it yesterday!”



Root Cause Analysis

Symptoms:

- Yes, yes, yes, yes, but
- Never closes

Solution: Improve discovery skills

- Test for Critical Business Issue
- Test for sufficient Value
- Test for Critical Date



Doing Discovery Situation Slides

Job Title / Industry	VP Sales, Mid-size Software
Critical Business Issue	
Problems / Reasons	<ul style="list-style-type: none">• Using multiple Excel spreadsheets and email;• Takes forever to roll up forecast;• Gets worse towards end-of-quarters;• Often asking IT for help – goes back and forth;• Too many errors;• Sales team spends too much time with process
Specific Capabilities	<ul style="list-style-type: none">• Want rapid access to current numbers• Need visibility into status for overall forecast, large opportunities• Insight into individual reps' performance
Delta	
Critical Date	

Insufficient Discovery Yields...

- ✗ Delayed Decisions
- ✗ No Decisions
- ✗ Unwarranted Discounting
- ✗ “Buying It Back”
- ✗ Slowed Sales Cycles
- ✗ Wasted Sales Cycles
- ✗ Harbor Tour Demos
- ✗ Stunningly Awful Demos
- ✗ Wasted Demos
- ✗ Poor Proposals
- ✗ Wasted Proposals
- ✗ Inaccurate Forecasts
- ✗ Overly Optimistic Forecasts
- ✗ Living in the “Land of Hope”
- ✗ Inaccurate Pipelines
- ✗ Overly Optimistic Pipelines
- ✗ Opening Doors for Competitors
- ✗ Negative Differentiation
- ✗ Poor Product Recommendations
- ✗ Poor Product Fit
- ✗ Unhappy prospects
- ✗ Burn-Victim prospects
- ✗ Insufficient Value Perceptions
- ✗ Insufficient Business Cases
- ✗ Money Left on Table
- ✗ Piles of Objections
- ✗ Poor Relationships
- ✗ Distrusted Vendors

(Sustainable) Competitive Advantages

As Prospects:

- ✓ Timely Decisions
- ✓ Reduced No Decision Outcomes
- ✓ Precise Demos
- ✓ Better Product Fit
- ✓ Closing Doors to Competitors
- ✓ Positive Differentiation
- ✓ Accurate Proposals
- ✓ Expanded Opportunities
- ✓ “Found” Money
- ✓ Reduced Discounting
- ✓ Living in the “Land of Science”
- ✓ More Accurate Forecasts and Pipelines
- ✓ More Predictable Sales and Buying Cycles

As Customers:

- ✓ Happier Customers
- ✓ Referenceable Customers
- ✓ Referencing Customers
- ✓ Customers UGM Presentations
- ✓ Renewing Customers
- ✓ Expanding Customers
- ✓ Vendors as Partners
- ✓ Customer Success vs. “Customer Rescue”
- ✓ Reduced Churn
- ✓ Success Lanes Feedback
- ✓ Realization of CLV (Customer Lifetime Value)



Peter C. Gibson spent 25 years of his career in industry and is now teaching his knowledge of how to do discovery to his students. He is the author of the book *Doing Discovery*.

Doing Discovery

A book of advice on how to do discovery that will help you know what you don't know.

Where do you stand with your discovery process?

Level 1: Discovery is a process of trial and error.

Level 2: Discovery is a process of trial and error with a focus on the process.

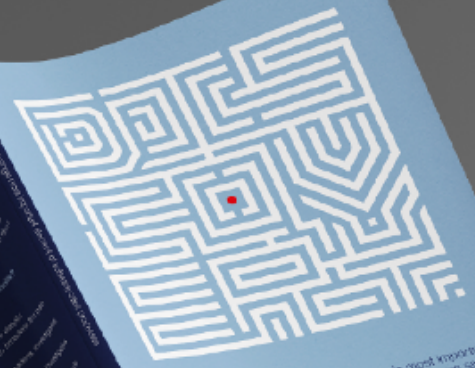
Level 3: Discovery is a process of trial and error with a focus on the process and the results.

Level 4: Discovery is a process of trial and error with a focus on the process, the results, and the people.

Level 5: Discovery is a process of trial and error with a focus on the process, the results, the people, and the organization.

Level 6: Discovery is a process of trial and error with a focus on the process, the results, the people, the organization, and the industry.

Level 7: Discovery is a process of trial and error with a focus on the process, the results, the people, the organization, the industry, and the world.



Doing Discovery

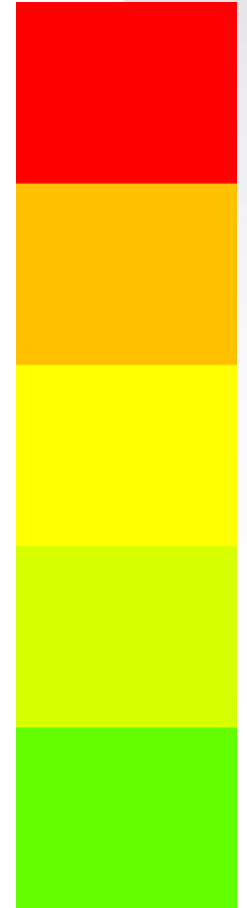
The single most important element of culture is the process.

Peter C. Gibson

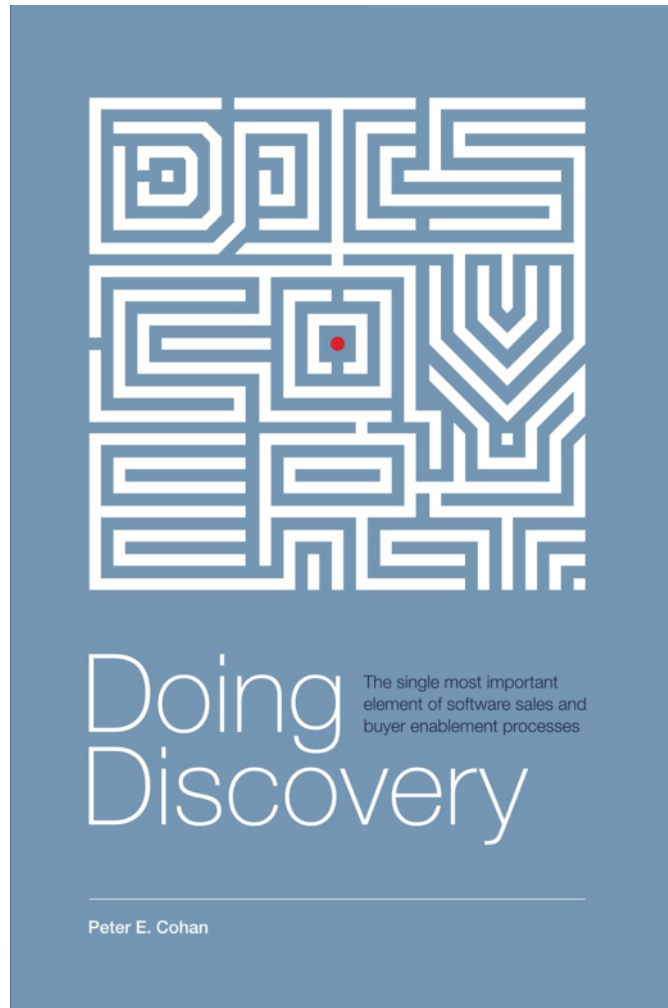


Assess Your Discovery Skills Level

- Level 1: Uncovers statements of **pain**
- Level 2: Uncovers pain and **explores more deeply**
- Level 3: Uncovers pain, explores deeply, broadens the pain and **investigates the impact**
- Level 4: Uncovers pain, explores and broadens, investigates impact and **quantifies**
- Level 5: Uncovers pain, explores and broadens, investigates impact, quantifies and **reengineers vision**
- Level 6: Applies these skills to the broad range of prospects represented across the Technology Adoption Curve, “burn victims”, disruptive and new product categories, highly transactional sales cycles, and **other scenarios**
- Level 7: Integrates and aligns the skills above into a cohesive **discovery methodology**



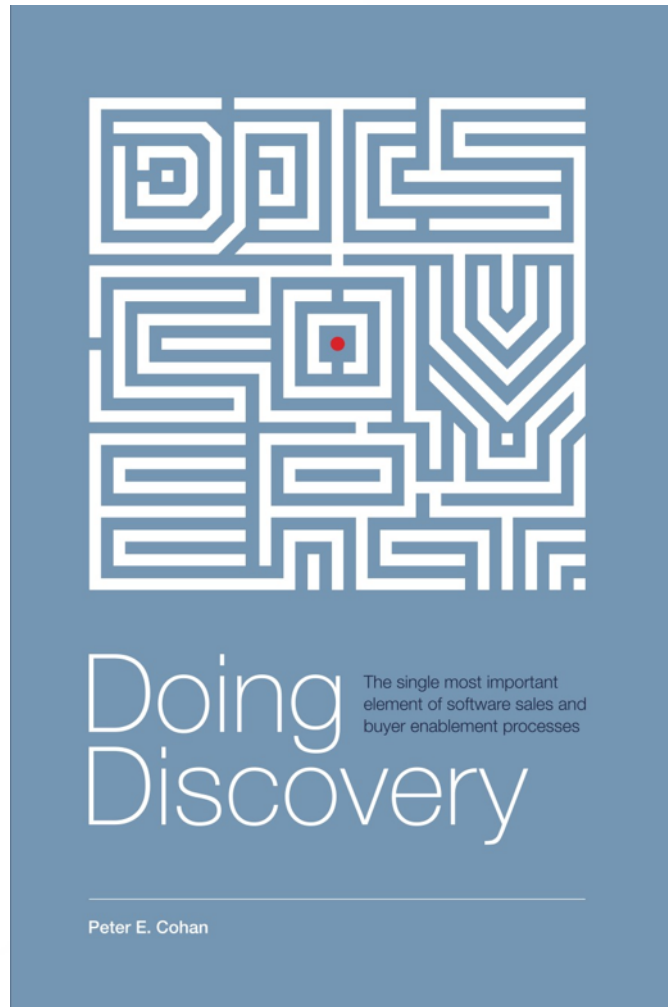
Doing Discovery



✓ What

✓ How

Doing Discovery

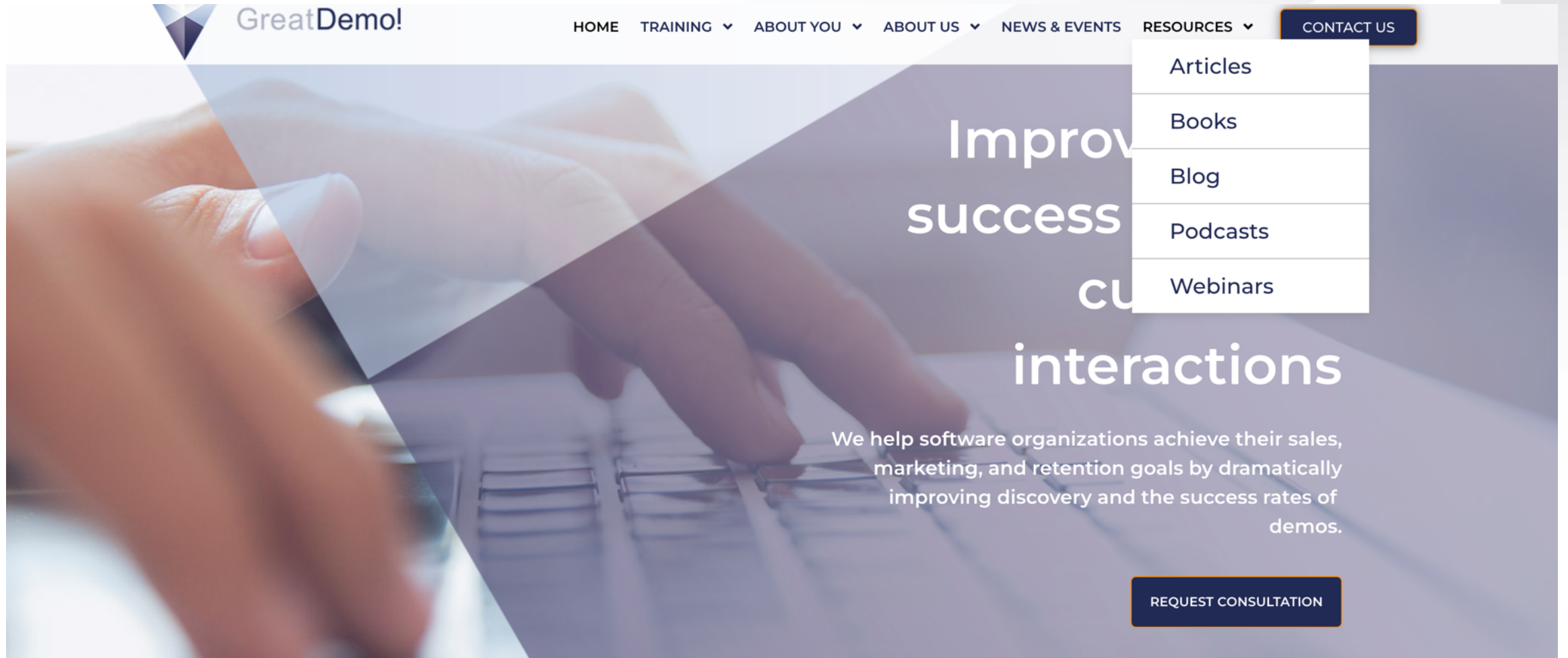


Amazon:

- ✓ Paperback
- ✓ Kindle
- ✓ Audiobook



Great Demo! & Doing Discovery Resources



Great Demo!

Workshops and Seminars

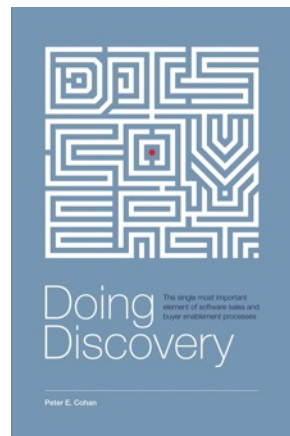
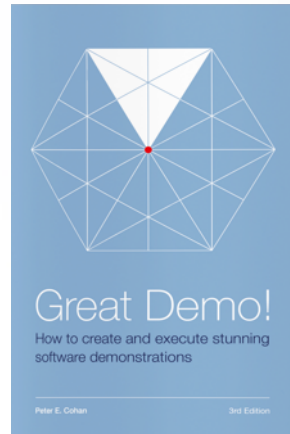
- ✓ Demonstration Methodology
- ✓ Discovery Methodology
- ✓ Custom Workshops
- ✓ Master Classes
- ✓ Introductory Seminars

Public Workshops

- ✓ North America
- ✓ EMEA

Books

- ✓ Hardcopy
- ✓ Electronic
- ✓ Audio Book



Resources

- ✓ Articles, Blog, Webinars, Podcasts, More
- ✓ Resources Pages at <https://GreatDemo.com>

Communities

- ✓ Great Demo! [LinkedIn Group](#)

Coaching

- ✓ 1:1 and Small Group
- ✓ Situation-based Coaching

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