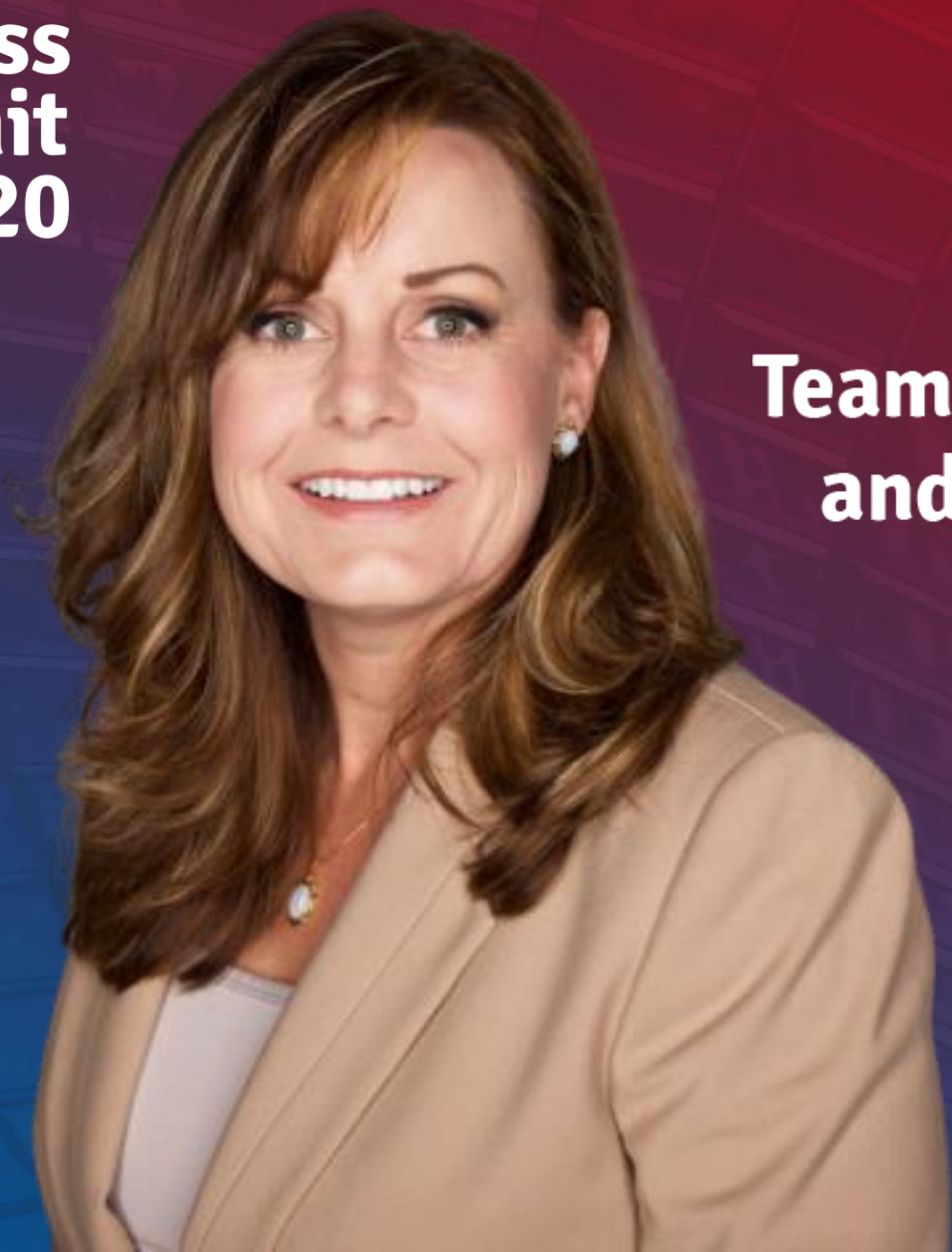


Live Stream Experience

# Sales Success Summit 2020



**Team Selling, Visual Dartboarding™  
and Winning at Enterprise Scale**

*Lisa Palmer*

# Complex Selling Leveraging Visualization



WHAT DOES  
SUCCESS LOOK LIKE?



WHAT IS YOUR  
BACKSTOP?



THE KEY TO  
ELIMINATING  
COMPETITION?



HOW DO YOU CO-  
CREATE SOLUTIONS?



VISUAL  
DARTBOARDING™  
EXAMPLES!



# Define Success

DO YOUR HOMEWORK!

**What is your business  
outcome backstop?**



**Time binding is critical!**

# Visual Team Selling

- Include...
  - Your best players
  - Your partner(s)
  - Your prospect/client
- Do...
  - Set the stage
  - Co-create vision
  - Share risk
  - Execute / iterate together
  - Co-own the outcome

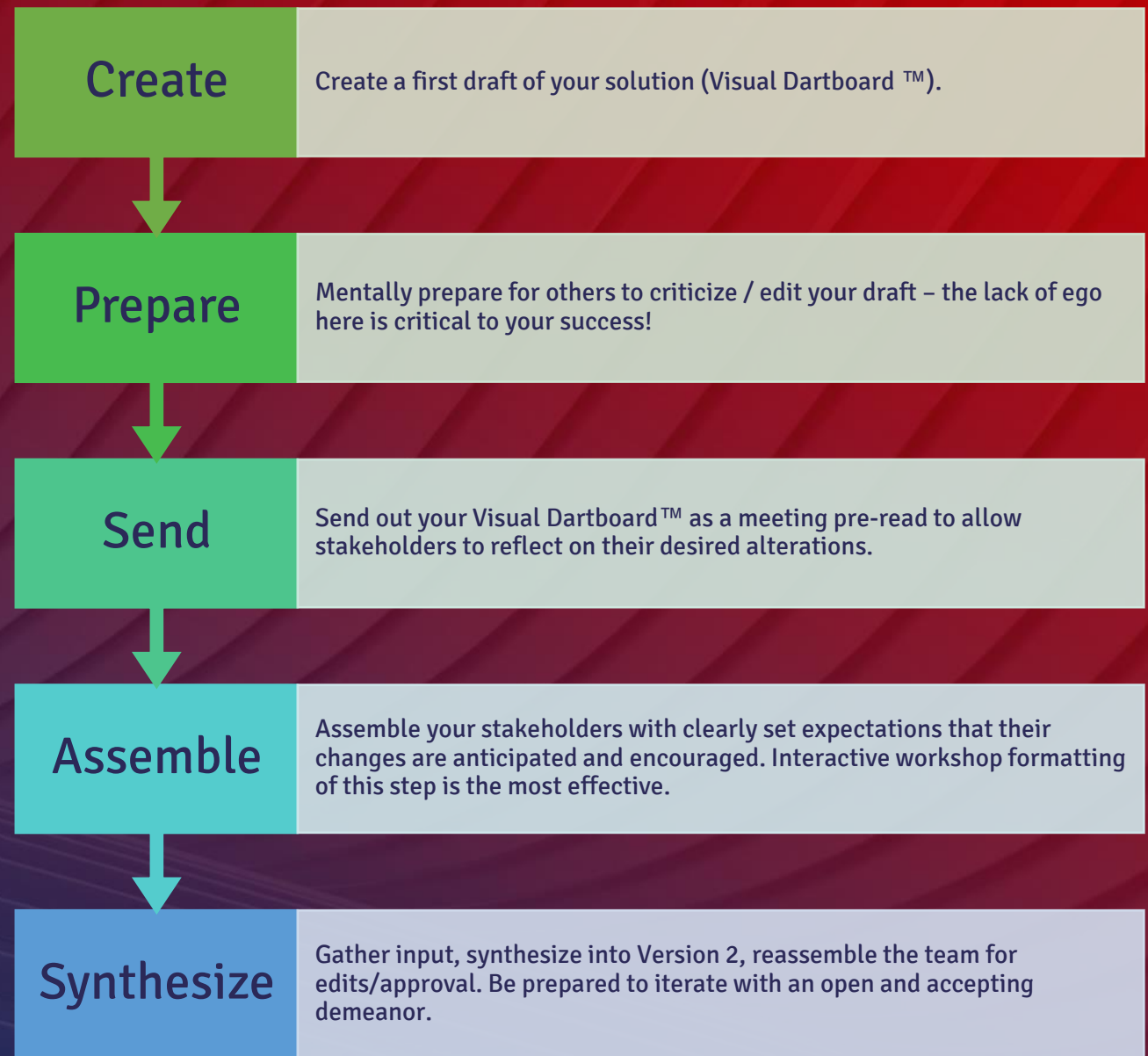
GOAL...

Eliminate competition PRESENT & FUTURE





# Co-Creating Solutions with Visual Dartboarding™





# Example Visual Dartboards™

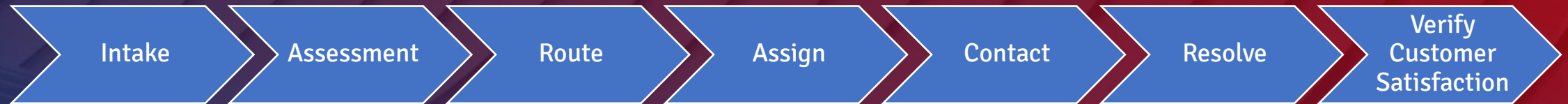
Never assemble a team with a blank starting point!

# Example: Top Customer Complaints List

- 1) I can't talk to a real person
- 2) It takes too many calls to resolve an issue
- 3) The company takes too long to respond
- 4) The CSR wasn't professional
- 5) The staff couldn't help me
- 6) My agent seemed like a novice
- 7) I received an unrelated copy/paste answer
- 8) I keep getting transferred / disconnected
- 9) No one responded to my problem on social media



# Example: Process Flow



Pros

Cons

Quick Revenue

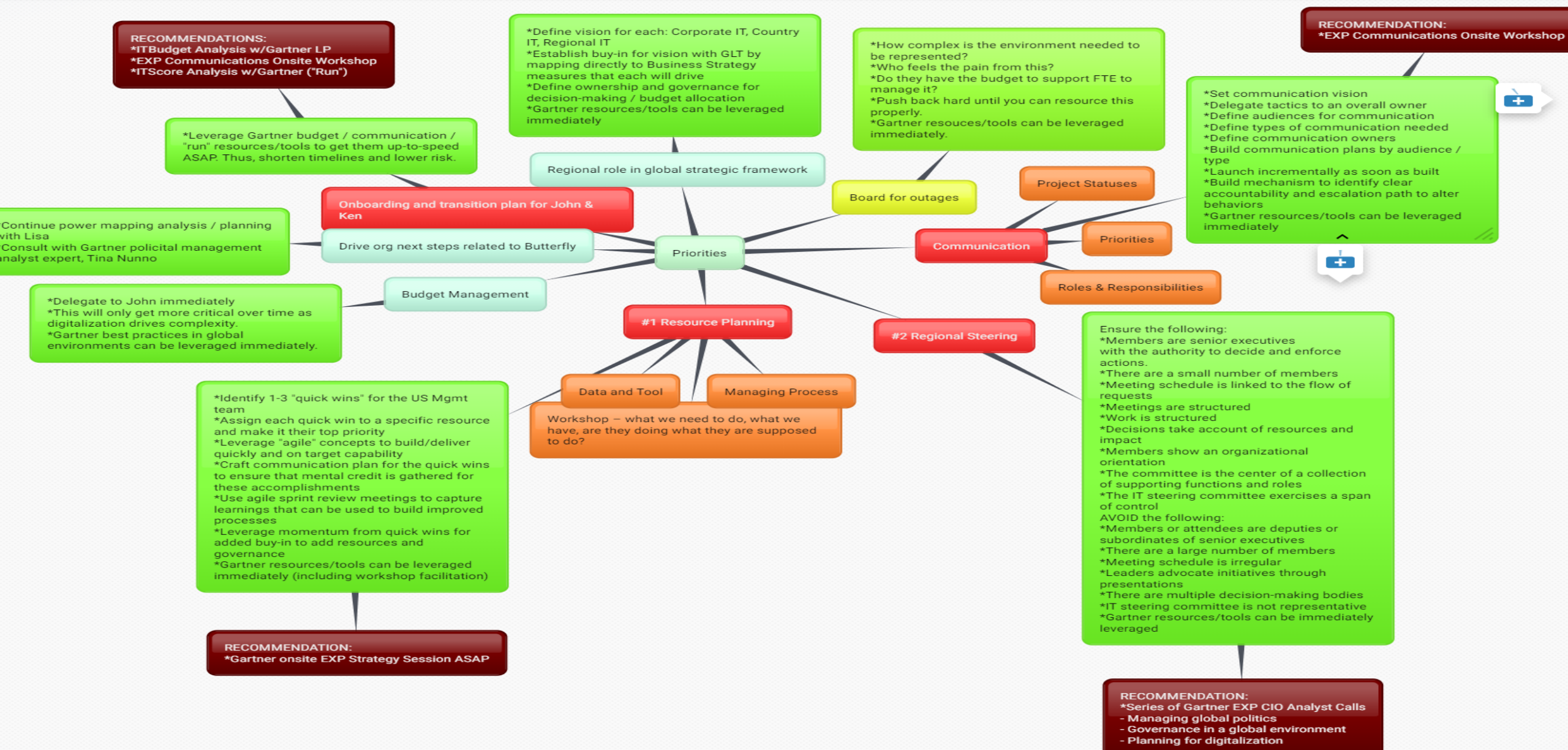
High Customer Satisfaction

High Integration Costs

Complexity

Expensive to Deploy & Maintain

**Example:  
Brainstorming  
Why AND Why  
Not**



# Example V2: Prioritize Areas of Focus

# Key Takeaways

01

ONBOARDING TO A COMMON SUCCESS VISION, BACKSTOPPED AGAINST A SPECIFIC BUSINESS OUTCOME, IS KEY TO CLOSING DEALS

02

TEAM SELLING, WHICH INCLUDES CUSTOMER PARTICIPANTS, DRIVES OUT COMPETITION

03

CO-CREATING SOLUTIONS LEADS TO CUSTOMER LOYALTY AND ADVOCACY BEFORE, DURING, AND AFTER THE SALE

# Thank you!



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