

SAMPLE EXIT CRITERIA

Do you know what you are trying to accomplish in every call, beyond just trying to make a sale?

First, it is important that you define the criteria you want to address based on *your* sales process (or better, your client buying process). Before every call, confirm the exit criteria you want to address in that call. After each call, answer the questions to validate the stage you are in relative to the prospect's buying journey. If you have answered the questions positively, you are able to move to the next stage.

Note, this does not have to be a linear process nor does each step have to align with each call. You can solve for more than one stage in any one call. The key is that you are focused on these criteria so you know exactly where you are relative to your prospect's needs, priorities, and decision-making process ... and to answer honestly. Ask after answering each question, "how do I know?"

BUYING PROCESS STAGES	EXIT CRITERIA
Prospect Validation	<ul style="list-style-type: none"> Does this person meet my definition of a valid prospect? (Your firm's definition.)
Needs Awareness	<ul style="list-style-type: none"> What are the prospect's priorities? What are his or her specific needs? Do I have a solution for those needs? What are his or her decision-making criteria?
Need/Problem Recognition	<ul style="list-style-type: none"> Does the prospect recognize and understand his or her need(s)? Does the prospect understand the importance of the need and the urgency to address it? What specific solutions do I have to address the need(s)? What objections have been identified or do I anticipate?
Analyze Solutions and Risks	<ul style="list-style-type: none"> Did you propose a solution? Does the prospect understand the solution and how it will address his or her needs? Have you fulfilled the prospect's decision-making criteria? What objections or hesitations does the prospect have? Have you addressed them to the satisfaction of the prospect? Is the prospect ready to make a decision? If not, what have you missed from above?
Make Decision	<ul style="list-style-type: none"> Has the prospect made a decision? If not, when will they make it? If sold, is the prospect clear on the process/plan to address the need? If the decision is no, what is the reason? What have you missed from above?
Fulfillment	<ul style="list-style-type: none"> Is the client satisfied with the initial fulfillment of the solution? What need can I help them resolve next based on their priorities?