Priority Prospect / Project (P3) Strategy Session

The P^3 Drill:

1. In rotation, announce P^3 wins. Wins are defined as sales closed and as an "advance the sale" strategy step successfully completed.
2. In rotation, the first person will provide a brief overview of the P^3. Identify the customer's decision-makers, targeted product/service and volume.
3. He/she should then state the current status, next steps, and identify any objections or roadblocks that might stop that step from taking place according to schedule.
4. Brainstorm ideas on how to implement the steps or how to prevent, preempt or respond to potential or actual objections.
5. The team member getting help should **take good notes**. If a new objection - prevention or response is developed or new strategies and tactics identified, they should be distributed to all team members.
6. As soon as the first session has been completed, the next person will present his/her prospect. After all team members have presented, then begin the rotation again.

Time-Lines: Limit the discussion to approximately two minutes for the prospect/customer overview presentation and three minutes for brainstorming. The objective is to move quickly, get the information necessary, develop solutions and move on.

The Facilitator's Role

1. The facilitator's role is to ***facilitate discussion, monitor time, and gate-keep to ensure everyone participates and no one dominates***. The facilitator should contribute ideas only after others in this meeting have made their suggestions.
2. ***Keep the meeting positive.*** For brainstorming to be most effective, negative comments are not allowed. Comments like, "That will never work" or "That's a crazy idea" will put a quick stop to the flow of ideas.
3. ***Make sure sales are being won and the business is coming in the way the plans say they will.*** If not, then the Sales Manager should advise the appropriate people that those specific accounts that are not being advanced according to plan are to be discussed at the next Peer to Peer Coaching Session.
4. ***Collect "Objection Preventing – Responding***" forms from team members as they are developed so they can be copied, distributed and filed in their individual Master Sales Strategy Book.
5. ***Collect "Tactics" that work.*** As your team comes up with ideas, we suggest you record, collect and file these in a master note book.

Consistently, those people who write down the ideas, practice them, and keep them handy in their sales strategy books achieve the greatest degree of success.

Conduct P3

Think about a prospect or customer you are currently working with.

- ❏ Identify where you are in the sales process with them.
- ❏ Select a person to be the facilitator
- ❏ Conduct the P3

1. 2 minutes to present the information (current status, next steps, potential objections or other road blocks that could prevent this sale from moving forward.
2. 3 minutes to brainstorm ideas to the help the person with the prospect/customer.
3. If you are the person receiving the ideas, please write them down.
4. Once this one is done, next person brings up their prospect/customer for discussion using the 2 minute / 3 minute time limits.

P3 Prospect/Customer ____

Targeted Products/Services ____

Potential Road Blocks / Objections ______________________________________

Ideas:

