

Part of the BusinessCPR™ Management System, Step 5—Be Accountable for *Your* Results

Those who week in and week out plan out their week and then hold themselves accountable for completing their sales activity plan are proven to influence more people to buy from them than those who don't. These are the same people who use tools like the BusinessCPR™ Persuasion Process Activity Planner to help recognize what sales activities they need to get done to realize their sales targets.

The purpose of the following tool is to help you plan your week by seeing what persuasion process phase your prospects are in. This helps you to quickly see what your primary contact objective by prospect while positioning you to see better how best to influence them to act in both their and your best interest.

The process of planning out your week by persuasion process phase also helps you see where your time is best spent in influencing more people to buy from you this week than last week. It helps you track how people respond to your hard work on their behalf while giving you the confidence to press on with those prospects who are open to buying your solution and when it's time to drop a suspect who is wasting your time.

For those seeking to improve their ability to influence more people to buy from them, go to xxx to access the BusinessCPR™ Persuasion Process Game, a proven method to track and score the quality and quantity of your weekly influencing activities. Those who do this make more money with less stress and more free time because they are dialed in on what works and avoid those activities that waste their time. Go to <https://business-cpr.com/articles/turn-your-persuasion-process-into-a-game-to-grow-sales/> to learn more about this sales tool.

We are here to help ...

Should you have questions about implementing the BusinessCPR™ Persuasion Process or in using this activity planner, email help@business-cpr.com to schedule a time to speak with one of our BusinessCPR™ Certified Business Scientists to get your questions answered.



My Persuasion Process Activity Plan for the week of ___ / ___ through ___ / ___ / 20__

Persuasion Phases	My Weekly Sales Plan
0. Target — identify what motivates an ideal prospect to act	Who I will reach out to this week that I believe will be (1) easy to work with and (2) we can make money on the work we do for them?
1. Prospect — engage target to begin sales process	1. _____ 6. _____ 2. _____ 7. _____ 3. _____ 8. _____ 4. _____ 9. _____ 5. _____ 10. _____
2. Qualification — determine if a sales opportunity exists	After contact, note the following through the above number: O indicates an opportunity exists and that you are moving to discovery
3. Rapport —build common ground leading to like and trust in each other	X indicates no identifiable concern or goal that we can help with at this time - cross out the name to indicate that this is not a viable prospect for us _ indicates that this is a planned follow-up to be completed this week
4. Discovery —needs analysis via data gathering and information exchange	At the end of the week, list which customers you are in discovery with:
5. Solution Presentation — demonstration of solution fit and capability of delivering	At the end of the week, list which customers you presented a solution to:
6. Commitment — obtain to decision to buy the identified solution at the proposed price then deliver	At the end of the week, list which customers accepted a sales order with us:
7. Follow-up — where rapport exists follow-up until we get a yes or a definite no	At the end of the week, using next week’s sales process plan form underscore the number in the prospect section from this week associated with those you plan to follow-up with and the sales process number next to their name you are working with them on. I.e., (3) (4) (5) (6) or (8)
8. Ask for Referrals —invite customer to introduce us to others we can help	At the end of the week, list which customers you asked a referral from on the left. Next to the customer on the right identify who they referred.

Business CPR™ Persuasion Process Phases

Process Phases	Objective	Actions To Take	Deliverable
0. Target — identify what motivates an ideal prospect to act	Create our ideal customer profile to target for promoting to and prospecting with	Identify customers that are 1. Easy to work with 2. We make money on the work we do for them	Use ideal customer definition to find new while avoiding unprofitable and difficult to work with customers
1. Prospect — engage the target to begin the sales process	Build awareness and create leads for qualifying to filter out suspects	Cold Call, Advertise, Direct Mail, Public Relations, Signage, Website	Obtain an appointment; website traffic; info capture for lead-tracking system
2. Qualification — determine if a sales opportunity exists	Separate out the suspects from the prospects to protect your time and money	Assess buying readiness based on identifiable concerns and goals	Document basic customer information for follow-up management
3. Rapport —build common ground leading to like and trust in each other	Confirmation that you can work successfully together. If yes, begin discovery activities	Before they buy what we can do they buy us. Find areas of common ground to build on.	Go, no go decision based on ideal customer criteria
4. Discovery —needs analysis via data gathering and information exchange	Translate discontent, difficulty, and dissatisfaction into a want, a desire, or an intention to act that we can satisfy	Listen to statements expressing a want or a concern involving a discontent, difficulty, or dissatisfaction	Based on identified wants and concerns determine what solution we could cost effectively deliver for presentation in phase five
	Define criteria to determine the value of what they are considering	Confirm customer life and business objectives to be improved by our solution	Establish the value equation based on the size of the need and the cost of the solution
5. Solution Presentation — demonstration of solution fit and capability of delivering	As you present your solution, get the customer to tell you how they see your solution helping them	Keep your solution focused on the benefits to be realized tied to identified discovery needs	Confirm that what is being proposed is important to solving their problem
	Confirm why they find this solution helpful relative to their needs	Explore the value, usefulness or utility the customer perceives in the solution	Present the value equation based on their value criteria you established in discovery
6. Commitment — obtain the decision to buy the identified solution at the proposed price, then deliver	Address any open issues or concerns before proceeding	Confirm that objections and key concerns have been addressed	Propose an appropriate commitment. I.e., sales order, PO, or purchase
	Secure the order by PO, full payment, or deposit	Summarize the benefits, including what will be done by when	Deliver the solution and receive customer payment
7. Follow-up —on purchase satisfaction where a desire for repeat sales exists and with “warm” prospects until a definite yes or no	Measure the degree of purchase satisfaction	Confirm customer purchase satisfaction	Completed customer sat survey by phone or email
	Leave a positive impression so that when they have a need, they think of us	If they don't buy and rapport exists, see what else we can do to help their business	Determine how they would like us to follow-up with them in the future.
8. Ask for Referrals —invite the customer to introduce us to others we can help	Invite the referrer to transfer their trust and like for us to someone they think we can help	Be bold in asking for satisfied customers to help us find more people to do quality work for	Obtain an introduction from the referrer to get an influence lift from their relationship and to avoid a cold call