

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

Those who complete the actions proven to convert a lead into a retained customer are better at building cash reserves that enable financial freedom because they are on top of doing what needs to be done to generate profitable sales. The BusinessCPR™ Persuasion Process Game is designed to help those assigned to generate sales perform the hard work week in and week out required to generate sufficient sales at a profit.

The BusinessCPR™ Persuasion Process Game is a proven method to track the quality of weekly influencing activities. The objective is to earn persuasion process points throughout the week in relation to convincing prospects to act through your persuasion phases. Use this scoresheet to improve the quantity and quality of your weekly sales activities.

The following persuasion process points are earned throughout the week based on the skill and tenacity of those accountable for generating sales to move prospects to act through each persuasion phase, as shown below:

Persuasion Phase	Objective	Points
0. Target	Know what influences your ideal prospect to act	0
1. Prospect	Engage with a target via the phone or face-to-face	1
2. Qualification	Establish if a sales opportunity exists. No = 0, Yes =	1
3. Rapport	Build common ground with the goal of mutual trust	0
4. Discovery	Determine needs, wants, and issues you can solve	1
5. Present Solution	Present your solution—both benefits and consequences of not going with you to serve their need or satisfy their wants	2
6. Commitment	Secure the commitment to buy (signed agreement)	5
7. Follow-up	If mutual interest exists, but no commitment	2
8. Secure Referral	Gain a personal introduction to a decision-maker	3

Below is the BusinessCPR™ Persuasion Process Gameboard for scoring the success of sales activities completed by each persuasion process phase. Should you need a refresher on the BusinessCPR™ Persuasion Process designed to influence more people to buy from you, go to <https://business-cpr.com/articles/influencing-people-to-buy-requires-a-persuasion-not-a-sales-process/>

**We are here to help ...**

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

**Persuasion Process Gameboard for \_\_\_\_\_ for weekending \_\_\_\_\_**

<u>Process Phases</u>	<u>Points</u>	<u>My Weekly Sales Plan</u>
0. <b>Target</b> —identify what motivates an ideal prospect to act	NA	This week, I am looking to work with the following people I consider easy to work with and will allow us to make money—list up to 10 names 1. _____   6. _____
1. <b>Prospect</b> —engage each target to begin the persuasion process in person, by phone, or by email	1	2. _____   7. _____
		3. _____   8. _____
		4. _____   9. _____
		5. _____   10. _____
2. <b>Qualification</b> — determine if a sales opportunity exists	Circle = 2	After contact, note the following by target listed above. ○ a circle of the name indicates an opportunity exists that you are moving to discovery. X an “X” through the name indicates no identifiable concern or goal that we can help with at this time. — a strike through the name indicates that this is not a viable prospect for us. _ an underscore of the name indicates this is a planned follow-up in the coming week.
3. <b>Rapport</b> —build common ground leading to like and trust in each other		
4. <b>Discovery</b> —needs analysis via information exchange and data gathering	1	At the end of the week, list which customers you are in discover with. 1. _____   6. _____ 2. _____   7. _____ 3. _____   8. _____ 4. _____   9. _____ 5. _____   10. _____
5. <b>Solution Presentation</b> — demonstration of solution fit and capability to solve prospect problem	2	At the end of the week, list which customers you presented a solution to. 1. _____   6. _____ 2. _____   7. _____ 3. _____   8. _____ 4. _____   9. _____ 5. _____   10. _____
6. <b>Commitment</b> —obtain a decision to buy at the proposed price then position operations to deliver what’s been bought	5	At the end of the week, list which customers you entered into a purchase agreement with. 1. _____   6. _____ 2. _____   7. _____ 3. _____   8. _____ 4. _____   9. _____ 5. _____   10. _____

<u>Process Phases</u>	<u>Points</u>	<u>My Weekly Sales Plan</u>	
7. <b>Follow Up (a)</b> —ensure operations follows-up to confirm customer expectations have been met. Yes, is worth 2 points, a no earns -2 points	2 or -2	Obtain from operations the results of their customer follow-up. Where a “No” exists identify corrective action.	
		Expectations Met = Yes	Expectations Met = N0
7. <b>Follow Up (b)</b> —for every prospect in your pipeline identify what phase they are in. As they move through your persuasion process phases score. I.e., 2 to 3 is worth 2 points; 3 to 4 = 1, 4 to 5 = 2 and 5 to 6 = 5	3 = 2 4 = 1 5 = 2 6 = 5	List those targeted for follow-up with their current persuasion process step by name. I.e., (3) (4) (5) or (6).	
8. <b>Ask for Referrals</b> —for every customer that makes a personal introduction for us to other decision makers we can help is worth one point for each ask and three points each personal introduction	1 or 3	List each customer asked for a referral on the lefts side and who they referred on the right.	
		Asked for Referral	Referral Given
My target points for the week were:			
My total points for the week are:			
Subtract earned from target points:			

My self-assessment for the week is ...

I did better than expected at ...	It didn't go as planned ...	My improvement opportunity is to ...