

WORKSHEET 4.1

Sharing Best Practices

Instructions: Now that you know the nine phases of the buying cycle, you need to think about what it takes to help facilitate buyer decision making. This worksheet will help you identify actions, tools, and resources you need to have for each step in the cycle. More important, you will be able to identify what questions you may have for your manager or colleagues to help you share best practices. You can refer to the definition of each buying cycle phase from earlier in this step as you fill out the information below.

Once you have filled it out, you can begin to map your sales process to these phases. Remember that each buyer will have his or her own unique decision-making criteria for each phase. Take into consideration the multiple decision makers you may encounter. To help, think of a specific deal you are working now.

Steps	Actions, Tools, and Resources I Need
1. Plan	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	
2. Recognize	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	

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Steps	Actions, Tools, and Resources I Need
3. Search	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	
4. Assess	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	
5. Choose	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	

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Steps	Actions, Tools, and Resources I Need
6. Obligate	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	
7. Implement	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	
8. Track	
Buyer(s) need in this step	
Actions I need to take in this step	
Tools and resources I need in this step	
Questions I have for my manager or colleagues	
Best practices I identified	

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