

# Sales Workshops (BJ Bushur)

Opportunity Management Workshop held 10/18/22 by BJ Bushur

Topics: MEDPICC, new deal sheet, spider graph, mutual action plans, etc.

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Outbound Workshop held 12/1/22 by BJ Bushur

Topics:

- Prospecting/ qualifying at eFC
- ICP overview
- Outbound sales plays for Insurance, Manufacturing/ CPG, Social Care
- Effective prospecting in consultative selling
- Business Value & Impact
- Differentiators

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# Compelling Events Examples

## Compelling Events

Customer requirements that compel them to buy by a certain date/event:

- Automation/Digital Transformation Initiatives
- New leader, new company (previous client)
- Timebound for implementation (interns, contractors, consultants)
- Moving/running out of storage space – moving buildings
- Upcoming audit
- Grants available only for certain timeframe
- Competitive vendor's license ending
- New product launch
- Merger/Acquisition
- Can't hire more people (economic downturn)
- Hiring lots of people
- Start of new fiscal year, by tax season
- Regulatory changes – need to comply by X date
- Disasters: need to electronically store documents
- Condemned building has all of our physical documents now

# Sales Playbook Assets: Opportunity Management Workshop

[Google Drive Folder](#)

[Deal Sheet Legend - Spider Graph](#)

[Discovery Call Checklist](#)

[MEDDPICC Overview](#)

[Mutual Action Plan Template \(with sample\)](#)

[Sales Process Overview](#)

[Updated Deal Sheet](#)

# Workshop Recordings/ Agendas

[Updated Deal Sheet Explainer](#)

[MEDDPICC Explainer](#)

[Raw Recordings From Workshop](#)

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December 1st 2022

- [Workshop Agenda](#)

# Sales Playbook Assets - Outbound Workshop

[Sales Playbook Assets Folder](#)

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[Why eFileCabinet? Differentiators](#)

[Social Care Sales Play](#)

[Manufacturing/ CPG Sales Play](#)

[Insurance Sales Play](#)