

Making strategic sales more repeatable through focusing on collaboration



Take a look at one of the larger deals you've done.

- ✓ Look at the collaboration details of your engagements. Which interactions were most productive, and why?
- ✓ Where were the most productive conversations held (tools used)?
- ✓ Where were the most non-productive conversations held? Why weren't these interactions productive? Was a key stakeholder not involved? If so, at what point was this stakeholder brought in, and what were the most important things to them?
- ✓ What async communications and follow up played a key role in moving the deal along?

THE BOTTOM LINE

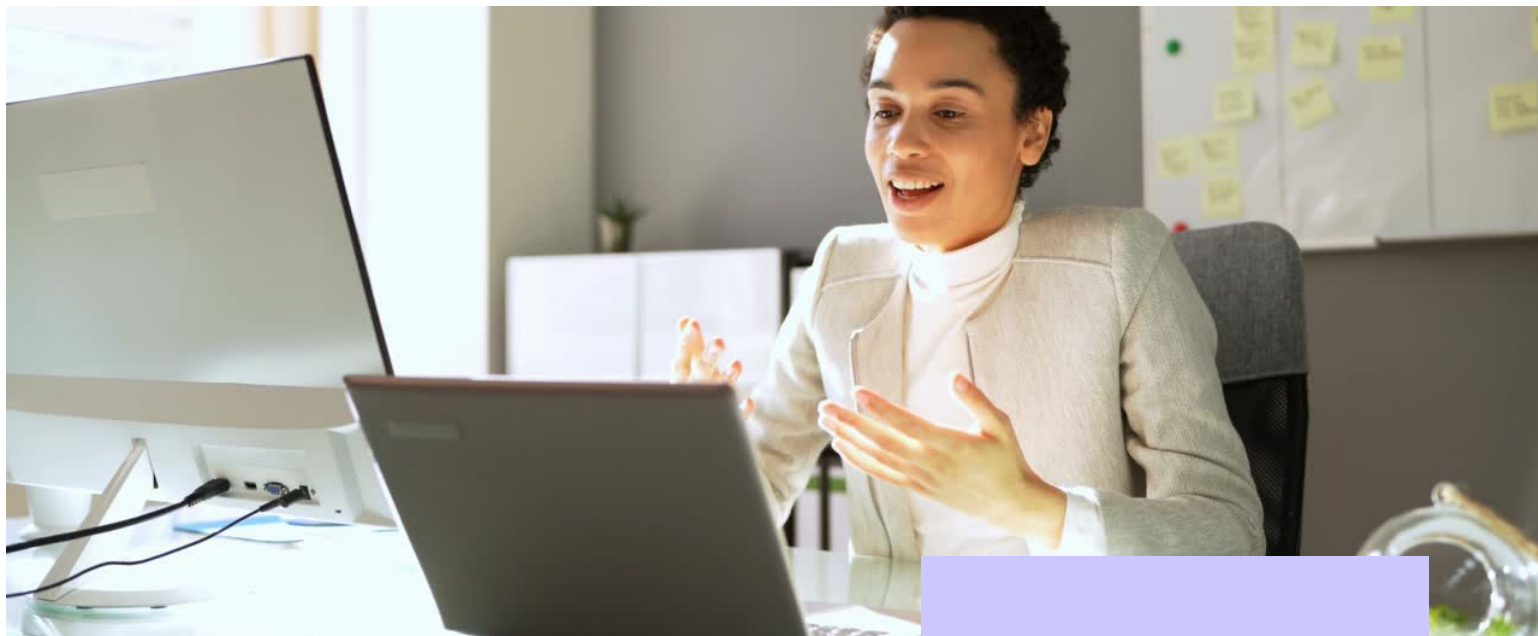
Emailing attachments and links aren't productive. Ask yourself: Would a central, dedicated workspace where all key documentation can be held and accessed by both parties move the deal along faster?

Even better, what if this portal was able to be accessed by all key stakeholders in the deal, eliminating the need for several different team members to have to share and request access to key deal information?

KEY POINT

When you're identifying the communications that were productive vs not, look at how resources and documentation were distributed. Was this done in a streamlined, accessible manner?





Champions and high-quality relationships

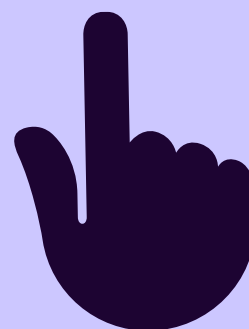
Look at each champion of the deal and identify:

- ✓ Which tools specifically were used to converse and share resources with the champion.
- ✓ How they preferred to access information, and how accessible you made it for them. What were the communication points like, i.e. at what cadence did you engage, and how did you measure success of these interactions? What tools were used the most?
- ✓ Once those tools are identified, note any hurdles each of those conversation tools have.

—> For instance, were there multiple conversations happening on different platforms, and did those disparate messages need to be streamlined in order to be answered or move things forward in the deal?

THE GAPS SHOULD BE OBVIOUS

Take a pulse test – which platform is most frustrating for **you** to communicate through? It's likely your buyer feels the same.



CHECKLIST



Making strategic sales more repeatable through focusing on collaboration



Is there a known location for resources?

Resources = past conversations, documents, files, etc.



Think about how you currently manage a deal to close. Who is responsible for managing the steps to closing? Who is responsible for ensuring everyone on either side is aware of where the deal is to closing? An email or Slack recap is not a path to efficiency and shorter sales cycles.

On the nurture side, imagine elevating your current methods to real, relationship-building engagement.



Let's say you're a legal tech organization, and there's new legislation affecting your prospect's product or service offering, or how they manage contracts with consumers. Instead of enrolling them in an email nurture series that tells them what they likely already know about the pending legislation, why not offer a dedicated, collaborative workspace where you can engage and interact with them on a regular basis on how to combat or leverage this new legislation.

THE BOTTOM LINE

What if the prospect was notified every time a new resource was added to this workspace? Or they could invite colleagues and other organizational stakeholders to join in on the conversation? Not only would this help to create a cadence towards a long-lasting relationship, but it helps identify you, the seller, as an expert in what they need.



The big takeaway: A collaboration-first strategy has the trickle effect needed to create repeatability in sales

Companies are looking for a common framework for assessing where they need to invest extra time in sales deals, and focusing on your collaboration strategies helps clearly pinpoint where the hold ups are throughout the sales cycle.

The reasoning is simple: Better communication, better relationships, and better access to resources are the core areas that drive sales deals across the line. Looking at the factors that go into each of these in your existing sales process will immediately unveil the winning strategies and the ones that need to be improved.

Start collaborating better today

Filo's new Deal Rooms feature offers a dedicated collaborative workspace environment. You can sign up for early access today at filo.co.