

A sale, like any other endeavor has key milestones that can be used to judge progress and to measure effectiveness along the way. At ShadeTree, we call these milestones "inflection" points. Identifying your organization's key inflection points and measuring performance of your sales team to convert opportunities along to the next point/step is an important step in achieving a repeatable, successful selling process.

Many sales managers have an intuitive sense about their unique inflection points. More formalized selling organizations measure, report and manage to success at each point along the path to deal closure. Identifying your organization's key sales inflection points is one of the first steps in moving from an ad-hoc or informal selling process to a more mature and managed sales process.

Examples of inflection points in a sale are:

- Initial call
- Presentation
- Demo
- Proposal
- Approval

What are the key tools used to have more success at key inflection points?

Once your key inflection points are identified, the next step is to examine what tools your organization brings to bear to ensure success at each stage of the selling process. The goal should be to provide support to the sales team to move the opportunity to the next stage. Factor in the fact that different buyer types will require different types of messaging and types of media (email, phone, web, video, etc). Gerry Murray, Research Manager for industry analysts, IDC, details the issues and best approaches to developing content the sales team will use in the webinar at this [link](#) .

CRM systems can also be helpful for conducting research to gain awareness of prospect activities, campaigns, a prospect's co-workers and opportunity/order history. The graphic below details the tools and information that a well-equipped sales person might utilize.

How Sales Can Achieve Better Success at Key Inflection Points - ShadeTree Technology

Fully-Equipped Sales Professional		
Co-Workers	Objection Handling	Customer References
Campaigns	Competitive Differentiation	Case Studies
Past Behavior	Product Capabilities	Meet Specific Needs of: <ul style="list-style-type: none">• Approvers• Blockers• Other
Qualifying Questions	Situational Analysis	
Opportunity History		

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