



## The Pentathlon for Sales Success®

By Peter MacNaughtan

The Olympic sport, the Pentathlon, covers five key attributes for all round excellence. Similarly, the successful sales approach adopted by a company must excel in *five essential disciplines*.

At **JFK&P** we call this 'The Pentathlon for Sales Success'®.



**So what are the five essential disciplines?**

### **1. Discipline One - Product or Service Readiness:**

Many organisations have a great idea, product or service but is it clear what the value will be to the potential client? This means '*as seen through the eyes of the buyer*'.

With all the pressures on the buyer (be they technical, financial, time or others) why will they make the decision to go ahead with your product or service and do so *now*? What measurable value do you bring to the buyer? Can you prove it? Who in the customer cares enough about it to fight for the funds to proceed? Why would they not buy from a competitor?

Is your Product or Service ready to win its part of the Pentathlon?

### **2. Discipline Two - Marketing Readiness**

Identifying the right market for you is like defining the playing field. You would want to do this to play to your strengths but many companies '*just go out and sell*'. Where are the best markets for

you to succeed? Who has the kind of problem that you can solve and has the funds to proceed? How can you gain market recognition and what are your competitors doing? In other words, do you have a clear and effective marketing plan, focused on the right markets, to ensure your selling efforts are aimed at fertile ground?

Is your marketing ready to come out with gold in this discipline?

### 3. Discipline Three - Selling Readiness

Many sales plans fail because there is insufficient preparation. Perhaps the worst mistake is to take your valuable selling resource and aim it at the wrong target. Do you know the profile of a good opportunity? Do you rigorously and continuously qualify your opportunities? Are you clear exactly what has to be done to win the business and to walk out with a contract? Do you need partners to help? Would they improve your market coverage? What is in it for them? What is my sales strategy?

Is your selling strategy fit enough to win?

### 4. Discipline Four - Delivery Readiness

The world of business is littered with contracts that were won (at great effort and expense) then fail to achieve the expectations of the vendor or the customer. This ends in tears – be they just losing money or worse, ending in court and maybe losing the company. This applies as much to projects as to a product sell. What does the customer expect? Are you *sure* you can deliver that expectation? Do you have the resources, expertise and finance to deliver?

Can you deliver the results in this discipline?

### 5. Discipline Five - People Readiness

The Pentathlete can be excellent in his disciplines but does he have the resources to bring it all together on the day? Do you? Business is different from a Pentathlon in that it is usually a team game. Do you have the team to deliver these plans? Do you have the right skill sets in your people? Are they motivated to deliver? If not, how will you develop them, or do you need to modify your plans to take account of limitations here?

Do you have a team that can win gold in the game you have designed, your selling strategy?

**And finally....**

Do you have the **management processes** in place to take this strategy and deliver consistent results? More on this topic next time!

© **JFK&P**

Copyright © All rights reserved. JFK&P Company Registration no: 450889 - The Company is incorporated under the Companies Act 1985 as a limited company.