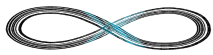


# Infinite Selling Bonus Tool

## Circuit Training





Every organisation operates in a universe of different influences that can impact on its success or failure. For us to understand the world of our buyer, we can use a tool called PESTLE to help us. PESTLE stands for Political, Economic, Sociological, Technological, Legal and Environmental and represents the different factors that may impact the buyer.

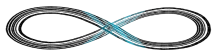
We can understand the buyer's world by thinking of each of these specific areas. This analysis can be done individually, going from one area to another and noting anything you are aware of or have researched, but it can also be a great team activity, asking each team member to focus on a different area and then rotate after 10 mins. The collective thinking can be very powerful and inspiring.

How to use this tool:

- Complete this for every account or deal you are working on
- If working as an individual:
  - Start with Political and think about or research all the political issues that may be impacting the buyer and enter all the answers in the table. Spend no more than 10 minutes.
  - After 10 minutes, move to Economic and repeat the process
  - Repeat this process until every area of PESTLE has been covered
- If working as a team
  - Allocate an area to each team member (more than one person can review an area at a time)
  - Set a timer for 10 minutes
  - Ask the team members to review their area and note their thinking. This is often well done using flipchart paper per area
  - After ten minutes, ask the teams to stop and review another area
  - Repeat this process until every area of PESTLE has been covered by all
  - Note all the answers on a single template

Deal/  
Account

Political	Economic
Sociological	Technological
Legal	Environmental



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Deal/  
Account

ACME Software Ltd

## Political

- Current tax policy
- Trade policies
- Global stability

## Economic

- Inflation
- Exchange rates
- Interest rates
- Disposable income

## Sociological

- Cultural barriers
- Buyer habits
- Target demographics
- Working from home

## Technological

- Levels of innovation
- Data privacy
- Automation
- AR/VR/MR

## Legal

- Health and Safety
- Employment laws
- Data privacy
- Product regulations

## Environmental

- Climate
- Environmental policies
- Incentives
- Energy consumption

# Thank You

We hope you enjoyed using this tool and got some great value from it. These tools are just some of the amazing resources that Mentor Group have that help organisation across the globe transform their Revenue.

If you would like to learn more about what Mentor Group can do for your organisation and revenue, please do drop us a line at [hello@mentorgroup.co.uk](mailto:hello@mentorgroup.co.uk) or visit [www.mentorgroup.co.uk](http://www.mentorgroup.co.uk)

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Mentor Group is a Revenue Transformation company redefining the profession of selling through a relentless passion for mutual success. We work with some of the best-known organisations in the world helping them achieve their Revenue goals.

With a team of highly skilled and experienced consultants and deliverers, we operate in 68 countries and in 30 languages.



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