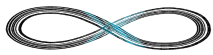


Infinite Selling Bonus Tool

Energy Matrix





What we know is that when there is insufficient Fuel and too much Friction, deals can stall. This tool is designed to help you understand where the Energy is in your deal.

How to use this tool:

- Complete this tool for each deal you are working on (note: you can use this tool for an entire account, too if you want)
- Identify all the activities and/or behaviours on that deal and plot them on the matrix based on whether they are high/low Fuel and high/low Friction
- Look to think about what you can do to drive activities/behaviours which are both high fuel and low friction

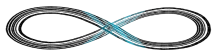
Deal/
Account:

High Fuel		
Low Fuel		
	High Friction	Low Friction



Here are some practical ways you can look to reduce friction:

- Ensure your value propositions clearly outline the value to that specific Buyer/persona.
- Make it easy to contact you for more information.
- Allow your information to be found easily on your website and not hidden behind a complicated structure or paywall.
- If you collect lead information through a form before giving information, only take the minimum necessary information.
- Make buying easy by having clear templates or defining the next steps.
- Pre-empt objections and send the answers to the Buyer in advance.



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Deal/
Account:

ACME Ltd – Q1 Licenses

High
Fuel

- F2F Meeting with account manager
- Value proposition behind signup

- Self-serve free trial from website
- Mailing list sign up
- Pricing available on website
- Digital signatures for contract
- Referral scheme

Low
Fuel

- Meeting with Customer Success via email
- Set up with buyers procurement
- Security questionnaire
- User set up via CSV import

- Social media promotion to generate 'likes'
- Customer survey
- Customer review option

High Friction

Low Friction



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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 or visit www.mentorgroup.co.uk

About Us

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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