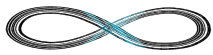


Infinite Selling Bonus Tool

Friction Identification





Friction Identification



In any physical movement (and in our case, we are thinking about the Selling motion/journey), you have two choices to get things going. Add more fuel, or remove the friction. In most cases Sellers default to act of adding more fuel but ignore removing the friction.

Adding fuel is easy but consuming and inefficient. Removing friction can be more complicated, but the investment increases efficiency.

As an Infinite Seller, we are focused on this efficiency. We are focused on looking to remove friction rather than adding more fuel.

This simple tool is designed to get you thinking about what could be causing the buyer friction, and what could be done to remove that friction.

How to use this tool:

- Complete this for every account or deal you are working on
- Identify and list in the left column all the activities in the selling motion (Tip: you can use your Buyer Map for this)
- Rate the level of friction (high, medium or low) for each
- Working from High to Low, think about the options for actions you can take to reduce the friction

Deal/
Account

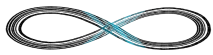
Possible Friction	Rating	Options for Action

Removing friction is more important than adding fuel. You should have seen that from above. But, and this is a big but, adding fuel and removing friction is when you can go supersonic.

Start with removing friction, for sure. It gives you the best bang for your buck, but once you have removed as much friction as you can, revisit fuel and see what you could add that supercharges the opportunity but doesn't add to the friction.

That's how rocket ships are built!





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Deal/
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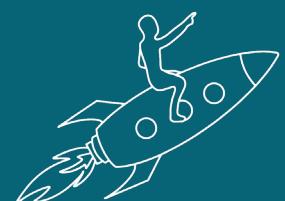
ACME Software Ltd

Possible Friction	Rating	Options for Action
F2F Meeting with account manager saps energy and takes too long	High	<ul style="list-style-type: none">• Offer virtual meeting• Do it via IM
Value proposition behind signup means some people will not want to give details away	Medium	<ul style="list-style-type: none">• Remove signup• Reduce signup fields
Meeting with Customer Success via email is just another meeting. Leave me alone	Low	<ul style="list-style-type: none">• Offer it via IM
Set up with buyers procurement can take forever and is full of compliance that adds no value	High	<ul style="list-style-type: none">• Provide a template• Offer to speak with procurement directly
Security questionnaire is required to engage but it is so details and takes forever	High	<ul style="list-style-type: none">• Provide templates• Get ISO 27001 accreditation
User set up via CSV import but I don't even know what CSV is!	High	<ul style="list-style-type: none">• Develop self service portal

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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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