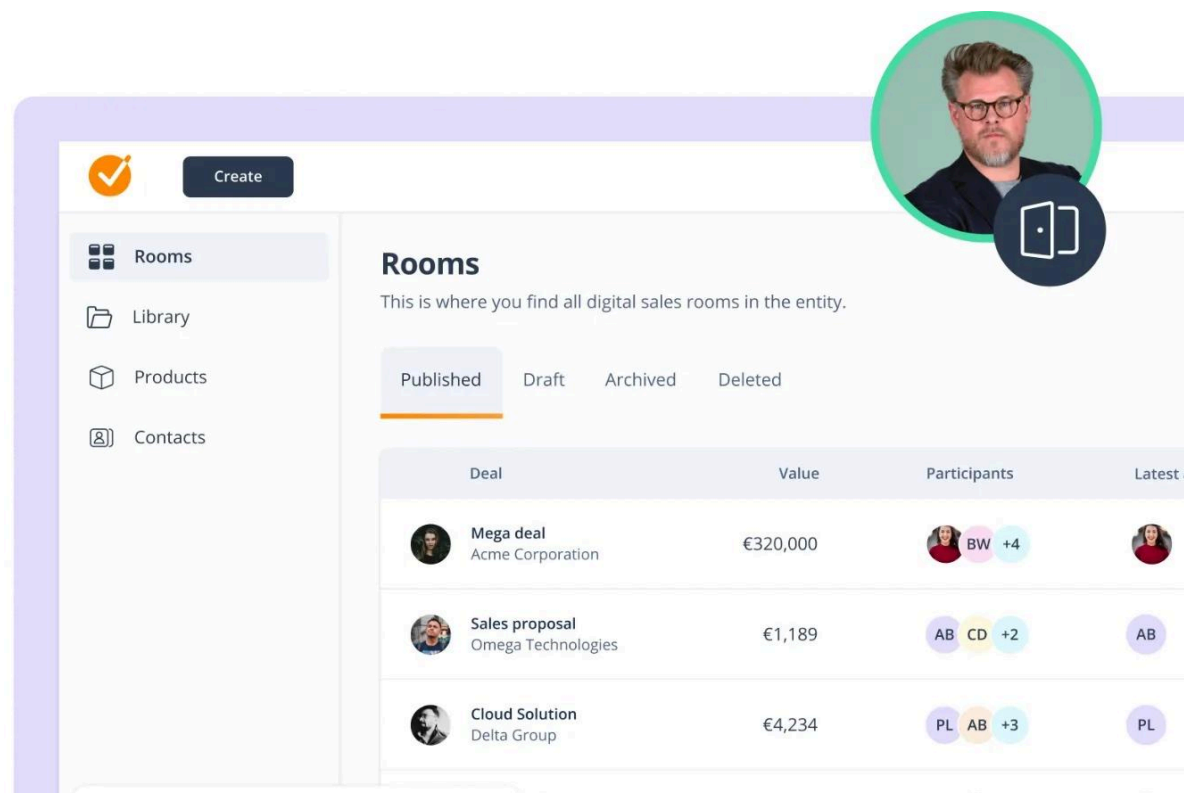




# Stakeholder Engagement Framework for Sales Leaders

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# 1. Know Your Personas

Persona Identification Table

Persona Name	Job Title	Role in Buying Process	Goals	Pain Points	Communication Preferences
Example: IT Manager	IT Manager	Decision Maker	Improve system efficiency	High costs, system downtime	Emails, Reports

- **Instructions:** Fill out the table with details of each stakeholder persona. This includes their job title, role in the buying process (e.g., decision-maker, influencer), primary goals, key pain points, and preferred methods of communication.
- **Tip:** To accurately identify personas, review past interactions and look for recurring characteristics. Engage with team members from various departments to gather a multi-faceted view of each persona.

## 2. Analyze Your 10 Best Won Deals

Deal Analysis Table

Deal Name	Date Closed	Key Stakeholders Involved	Stakeholder Roles	Key Success Factors
Example: Deal ABC	Jan 1, 2023	John Doe (IT Manager), Jane Smith (CFO)	Decision Maker, Financial Approver	Tailored solution, Cost-effective

- **Instructions:** List your top 10 won deals. Identify the key stakeholders involved in each deal and their roles. Note down what factors contributed to the success of these deals.
- **Tip:** Conduct a 'win review' meeting with your sales team after each successful deal to discuss and document what worked well and why.

### 3. Create a Process that Includes Your Stakeholders

#### Stakeholder Inclusion Process Chart

Sales Process Stage	Stakeholder(s) Involved	Engagement Method	Expected Outcomes
Example: Needs Assessment	IT Manager, End-User	Meetings, Demonstrations	Understand technical requirements

- **Instructions:** Map out your sales process stages (e.g., lead generation, needs assessment, proposal, closing). For each stage, list which stakeholders should be involved, how they will be engaged, and what the expected outcomes are.
- **Tip:** Visual flowcharts can be effective for mapping processes. Consider using process mapping tools to create a visual representation of stakeholder involvement.

## 4. Know Their Pains and the Answers to Them

Pain Points and Solutions Table

Stakeholder Persona	Pain Point	Your Solution	Proof Points/Case Studies
Example: IT Manager	System downtime	High-availability solutions	Case Study XYZ

- **Instructions:** For each stakeholder persona, list their key pain points. Next to each pain point, detail the solution(s) your product or service offers. Include any relevant proof points or case studies that demonstrate the effectiveness of your solution.
- **Tip:** To uncover pain points, conduct empathy interviews where you ask open-ended questions to understand the challenges stakeholders face. Look for emotional cues and quantify the impact of these pain points where possible.

## 5. Train Your Reps

### Sales Rep Training Plan

Training Module	Objective	Key Content	Training Method	Evaluation
Understanding Stakeholder Personas	Enable reps to identify and understand different stakeholder personas	Personas overview, role plays	Workshops, Role-playing	Quiz, Role-play assessment

- **Instructions:** Develop training modules for your sales reps. Each module should have a clear objective, key content areas (e.g., understanding personas, handling objections), training methods (e.g., workshops, e-learning), and an evaluation mechanism to assess understanding.
- **Tip:** Incorporate real-world scenarios and role-playing exercises in training to help reps practice and prepare for actual stakeholder interactions.

### Additional Notes:

- Regularly update the framework based on market changes and feedback from sales experiences.
- Encourage team collaboration and sharing of best practices in stakeholder engagement.
- Review and refine the sales process as needed to ensure it remains effective and stakeholder-centric.