

Execution Plan

Objective	
Communicate	Motivate
Follow Up	Grow Talent

Execution Plan - Example

Objective

Add a new step to the sales process whereby team members must attempt to uncover customer objections and then overcome those objections to close the sale.

Communicate

- Write up a document that describes what a customer objection is and how to overcome it.
- Revise the documentation of the sales process so team members know exactly where the new step goes in the process
- Hold a team meeting to explain the new step, why it is important, and what the new sales process standard will be.
- Speak one-on-one with each team member to verify that they understand and buy into the objective.

Motivate

- Find a different way to phrase “overcoming customer objections” so as to genuinely position it as doing a positive thing for customers.
- Create a tracking chart to publicly recognize team members as they become “certified” on the new process.
- Create a contest to reward team members who successfully identify and overcome customer objections most consistently.

Follow Up

- Schedule specific blocks of time each day to observe team members with live customers.
- Do at least three observations per day of each team member with a live customer and assess their success with identifying and overcoming objections.

Grow Talent

- Rewrite the full sales process to insert the new “overcoming objections” step.
- Use role plays to practice identifying and overcoming objections with every team member until they can successfully demonstrate the skill.
- Gather best practices from team members who are achieving the most success; coach other team members on the best practices.

