

Chapter 4 - Your Senior Executive Buyer: Identify Your Executive Sponsor

Instructions

You identified the executives you are currently working with or would like to work with at a target company. This exercise is to help determine with person is best suit to be your Executive Sponsor during the sales process. These questions are specific to your company requirements.

Complete the checklist for your three top candidates.

Target Company:

Name:

Title:

	Candidate 1	Candidate 2	Candidate 3
Current or Prospective Contact:			

An Executive Sponsor must...

Problem:	YES	NO	TBD	YES	NO	TBD	YES	NO	TBD
Have the problem we solve									
Recognize that they have the problem we solve									
See this problem as top 3 priority importance									

Urgency:	YES	NO	TBD	YES	NO	TBD	YES	NO	TBD
See this problem as top 3 priority urgency									
Want to start implementation within 90 days									
Want to complete execution within 1 year									

Authority:	YES	NO	TBD	YES	NO	TBD	YES	NO	TBD
Have a title CXO or VP									
Control a budget to solve the problem									
Be able to sign contract									

