



PLAN TO WIN

Partnership Path To Success...

Beginning

During

Closing

The Beginning of the Partnership

Distributor and Grace generate leads together through joint efforts (eBlast and Paid Lead Gen)

The Grace Business Development team vets leads and passes qualified leads on to distributors and representatives. A sample is issued at this time.

Distributor and Grace Rep work together to schedule a time to hand deliver the sample and discuss benefits with the customer.

The journey is just getting started....

During the Partnership

Tip: Quote your customer. The proof is in the pudding: a partnership that generated 72 leads and 40 opportunities equals \$355,000. The close rate is 25%, which is higher than the average.

How: This distributor and rep agency worked together, followed the steps mapped out, quoted each customer they delivered a sample to, and asked for the sale!

1

The distributor and rep work together to book a meeting to hand deliver the sample. Remember, time is of the essence. Strike while they are hot!

2

Do the Homework

- Learn about the companies pain points
- Use Grace successes to paint the picture
- Be ready with resources to sell against the competitor
- Remember you are providing value (\$375 sample)

3

Set Expectations

- Set a time for customer to install sample unit, make them aware you will be following up. (target within 2 weeks time)
- Never leave without knowing next steps (put a plan in place)
- Ask if you can send them a quote
- Offer incentive if needed (speak with your local sales rep)
- **Ask for the sale!**

Resources:

- [Playbook](#)
- [Launch Pack](#)
- [PESD vs AVT](#)
- [RSM & Rep Contacts](#)

Questions to ask yourself

- 1 Are the appropriate decision makers involved? Ensure they have proper purchasing power.
- 2 Do you know scale and timeline of the project?
- 3 What is the project overall budget? How do we fit in?
- 4 Is there an opportunity to specify the product?
- 5 What are the competitive advantages?
- 6 Are they considering other solutions? What can we do to win the business?
- 7 What is your goal as the sales person? What is your customer's goal? Sell with this in mind.

Through the implementation of these steps and collaborative partnerships, we will achieve success and productivity.

AVERAGE LEADS PER
PARTNERSHIP:

50

AVERAGE DEALS PER
PARTNERSHIP:

23

AVERAGE DEAL SIZE:

\$11K

AVERAGE \$ IN
OPPORTUNITIES PER
PARTNERSHIP:

\$205K

AVERAGE \$ INVESTMENT
FROM GRACE PER
PARTNER ANNUALLY:

\$33K

This concludes the roadmap to success! Thanks for partnering!