

Landing 5x Deals

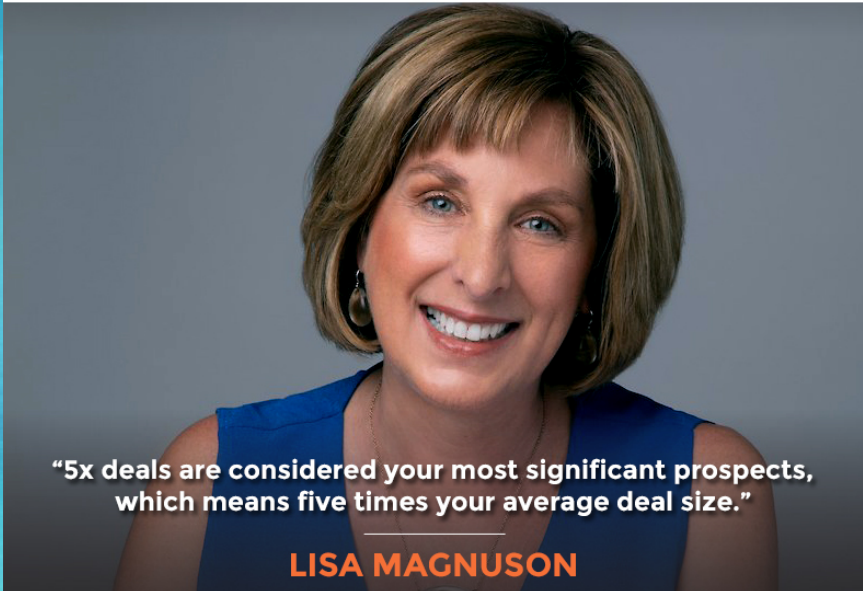
10 Point Checklist

Lisa Magnuson

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"5x deals are considered your most significant prospects,
which means five times your average deal size."**

LISA MAGNUSON

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Create an account team that can stay on top of implementing a foolproof, effective sales process. They will include the people involved in research, communications, strategy planning, and closing deals.
- Implement intensive research of your prospects. Get down their specific details- their target audience, aspirations, pain points, competition, company values, etc.
- Conduct regular war room meetings with my team where we tackle our strategies to the core. The more we work closely as a team, the bigger our chances to close huge, multimillion-dollar deals.
- Develop a competitive analysis early on. When there's complete awareness of who we're competing against, there's a better chance of implementing effective strategies and winning the proposition.
- Create a balanced, proactive, and reactive blocking. Find out which areas we need to be proactive and which to be reactive.
- Put a lot of thought and effort into the proposal but make sure it's concise and straightforward. Prospective clients often appreciate a customized, straight-to-the-point sales pitch. It shows the company cares about their goals and respects their time.
- Ask the right questions. From intensive research, accumulate a list of questions that will help both parties determine the ultimate goal. Once there is a clear North star, it's easier to develop step-by-step strategies.
- Always put myself in the prospect's shoes and look out for their best interests. At the end of the day, preeminence must prevail. Be honest and caring enough to let my client know if they'd be better off with another service provider.
- Be flexible and willing to make exceptions. It is customary to make room for adjustments when dealing with five to six-figure companies.
- Visit Lisa Magnuson's website to learn more about [Topline Sales](#) and grab a copy of her book, [The TOP Sales Leader Playbook](#).