

Dealstorming

Adapted from the book DEALSTORMING: The Secret Weapon That Can Solve Your Toughest Sales Challenges by Tim Sanders

Team Name:	Situation (Title)	Execute: The account executive is responsible for managing execution of ideas from the meeting, with the help of team members.
Qualify: Sales managers assess the need for collaboration and then calculate the resources required for a Dealstorm based on the significance of the challenge as well as its level of difficulty or the inability of the current sales process to solve it.		Analyze: Dealstorm progress should be reported to each team member, along with notifications about future meetings (if required). If the Dealstorm was successful, any innovations should be shared with sales leadership to improve the system going forward.
Organize: Account executives organize the Dealstorming team based on who knows something about the problem space or will be affected by the outcome.		Report: Dealstorm progress should be reported to each team member, along with notifications about future meetings (if required). If the Dealstorm was successful, any innovations should be shared with sales leadership to improve the system going forward.
Prepare: Account executives prepare their teams by writing a comprehensive but compact deal brief that frames the challenge and gives everyone involved key information related to the sales challenge.		Analyze: Dealstorm progress should be reported to each team member, along with notifications about future meetings (if required). If the Dealstorm was successful, any innovations should be shared with sales leadership to improve the system going forward.
Convene: The team convenes for a Dealstorming meeting that is tightly facilitated and utilizes templates and exercises for problem and solution finding.		Report: Dealstorm progress should be reported to each team member, along with notifications about future meetings (if required). If the Dealstorm was successful, any innovations should be shared with sales leadership to improve the system going forward.