BDU
BUSINESS DEVELOPMENT UNIVERSITY

TRIAGE ANALYSIS

ATTITUDE

- Positive Attitude
- Resilient
- Handles Rejection Well
- Happy
- Confident
- Gives Off Good First Impression
- Smiles Often
- Enjoys Work

MOTIVATION

- Great Work Ethic
- Works to Potential
- Goal-Oriented
- Written Goals
- Goes Above & Beyond
- Sales is a Numbers Game
- Willing & Committed
- Competitive
- Motivated by $
- Consistently Hits Goals
- Self-development Efforts
- Good Time & Territory Management Skills

PIPELINE

- Understands Ideal Client
- Strong Messaging
- Generates New Business Consistently
- Gets a lot of Referrals
- Pipeline is Strong
  - $, # Opportunities, High Probability of Closing
- Opportunities Well-Qualified
- Able to Retain Customers
- Sells a lot of Additional Business to Customers

PROCESS

- High Close Ratio
- Short Sales Cycles
- High Average Sale in $
- Meets with All Decision Makers
- Runs Meetings Effectively
- Uncovers Key Information
  - Qualifying Info & Hot Buttons
- Plants Seeds & Traps for Competition
- Trials Closes
- Presents Solutions Effectively
- Handles Objections
- Negotiates Well
- Strong Closing Skills