HOVINGH & PARTNERS
driving your sales growth

# UNIFIED SALES PROCESS – SUMMARY

**This summary designed for Sales Managers and Sales Professionals** highlights three essential elements: conversation structure, account planning, and proposal checklist.
For the full methodology and application, please refer to Hovingh & Partners programs.

## CONVERSATION STRUCTURE

Effective sales conversations follow a simple rhythm:

**Start with Curiosity and Genuine Interest**

- "What's driving your focus on [specific area] right now?"
- "Help me understand your current situation with [relevant topic]..."
- "What changes are you seeing in your industry?"

**Explore Client Ambitions**

- "What does success look like for you in the next 12-18 months?"
- "What opportunities are you most excited about pursuing?"

**Uncover Challenges**

- "What's preventing you from achieving that ideal state today?"
- "What keeps you up at night when it comes to [their goal/area]?"
- **"What have you tried before that didn't work as expected?"**

**Agree on Clear Next Steps**

- "Based on what we've discussed, what makes the most sense as our next step?"
- "Who else should be involved in this conversation?"
- "What timeline are you working with for making this decision?"

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## ACCOUNT PLAN ESSENTIALS

| Stakeholders | Business Goals |
| --- | --- |
| Risks | Next Actions & Review Date |

**Stakeholders Quadrant**
What to include:

- Decision makers (who signs the contract?)
- Influencers (who shapes opinions?)
- End users (who will actually use your solution?)
- Gatekeepers (who controls access?)

**Business Goals Quadrant**
What to include:

- Primary business objectives they're trying to achieve
- Key performance indicators (KPIs) they're measured on
- Strategic initiatives for this year/quarter
- Growth targets or efficiency goals

**Risks Quadrant**
What to include:

- Competitive threats (other vendors being considered)
- Internal risks (budget cuts, personnel changes, shifting priorities)
- Timeline risks (external deadlines, seasonal factors)
- Technical/operational risks (integration challenges, change resistance)

**Next Actions & Review Date Quadrant**
What to include:

- Specific action items with owners and deadlines
- Upcoming meetings or presentations scheduled
- Information still needed from client or internal teams
- Decision timeline and key milestones
- Next formal account review date (typically monthly/quarterly)

## PROPOSAL CHECKLIST

A winning proposal is:

- **Tailored to client priorities** – not a copy-paste template, but built around the client's real goals and ambitions.
- **Connected to business impact** – solutions linked to Critical Business Issues and measurable outcomes.
- **Structured for clarity** – easy to follow, easy to compare, leaving no room for doubt.
- **Driving action** – always ending with a clear next step, so the process keeps moving forward.

***This playbook is a simplified overview to inspire sales managers. It is not a replacement for the full Hovingh & Partners methodology.***

## ABOUT US

Hovingh & Partners is a boutique consultancy specialized in sales, negotiation and influencing, negotiation and influence. Since 2007, we have been helping people and organizations achieve exceptional results in sales and negotiation.
With a focus on understanding personality styles and management coaching, our experienced consultants apply the world's most effective methods.

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