

# Effective Sales Process Decision Making

## Tools For Making Effective Decisions

- **Multivoting**

Reduces Long Lists Of Ideas

Identifies Important Items

- **Nominal Group Technique**

Generates Ideas

Prioritizes Items

# Effective Sales Process Decision Making

## What Is A Multi-Voting?

A Group Decision-Making Technique  
Used To Reduce A Long List Of Items  
To A Manageable Number By Means Of  
A Structured Series Of Votes.

# Effective Sales Process Decision Making

## Benefits Of Multi-Voting?

- Reduces A List
- Prioritizes A List
- Identifies Important Items

# Effective Decision Making Multi-Voting Procedures

Step 1 - Work From A Large List

Step 2 - Assign Letter To Each Item

Step 3 – Hold Team Vote

Step 4 - Tally The Team Votes

Step 5 – Repeat Steps 1 thru 4

# Effective Decision Making Multi-Voting Parameters

## Number Of Voters

5 Or Fewer

6 to 15

More Than 15

## Eliminate Items

With 2 Or Fewer Votes

With 3 Or Fewer Votes

With 4 Or Fewer Votes

# Effective Sales Process Decision Making

## Multi-Voting Example – 1<sup>st</sup> Vote Tally?

- |     |   |  |   |
|-----|---|--|---|
|     | A. No agenda                              |  | I. Problems not mentioned                       |
| ### | B. No clear objectives                    |  | J. Interrupted by phone calls                   |
|     | C. Going off on tangents                  |  | K. Few meaningful metrics                       |
|     | D. Extraneous topics                      |  | L. Interrupted by visitors                      |
|     | E. Too many "fun stories"                 |  | M. No administrative support                    |
| ### | F. Vital members missing<br>from meeting  |  | N. Meetings extended<br>beyond allotted time    |
| ### | G. Not enough preparation<br>for meetings |  | O. Members distracted by<br>pressing operations |
|     | H. Too much "dog and pony"                |  | P. Unclear charts                               |

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## Multi-Voting Example – 2nd Vote Tally?

- ~~||||~~ B. No Clear Objectives
- ~~||||~~ F. Vital Members Missing From Meeting
- ~~||||~~ G. Not Enough Preparation For Meetings
- |||| H. Too Much "Dog And Pony"
- |||| J. Interrupted By Phone Calls
- |||| L. Interrupted By Visitors
- |||| N. Meetings Extended Beyond Allotted Time
- |||| O. Members Distracted By Pressing Operations

# Effective Decision Making

## Multi-Voting - Tally Sheet

A \_\_\_\_\_

M \_\_\_\_\_

Y \_\_\_\_\_

AK \_\_\_\_\_

B \_\_\_\_\_

N \_\_\_\_\_

Z \_\_\_\_\_

AL \_\_\_\_\_

C \_\_\_\_\_

O \_\_\_\_\_

AA \_\_\_\_\_

AM \_\_\_\_\_

D \_\_\_\_\_

P \_\_\_\_\_

AB \_\_\_\_\_

AN \_\_\_\_\_

E \_\_\_\_\_

Q \_\_\_\_\_

AC \_\_\_\_\_

AO \_\_\_\_\_

F \_\_\_\_\_

R \_\_\_\_\_

AD \_\_\_\_\_

AP \_\_\_\_\_

G \_\_\_\_\_

S \_\_\_\_\_

AE \_\_\_\_\_

AQ \_\_\_\_\_

H \_\_\_\_\_

T \_\_\_\_\_

AF \_\_\_\_\_

AR \_\_\_\_\_

I \_\_\_\_\_

U \_\_\_\_\_

AG \_\_\_\_\_

AS \_\_\_\_\_

J \_\_\_\_\_

V \_\_\_\_\_

AH \_\_\_\_\_

AT \_\_\_\_\_

K \_\_\_\_\_

W \_\_\_\_\_

AI \_\_\_\_\_

AU \_\_\_\_\_

L \_\_\_\_\_

X \_\_\_\_\_

AJ \_\_\_\_\_

AV \_\_\_\_\_

# Effective Sales Process Decision Making

## What Is Nominal Group Technique?

A Weighted Ranking Method That Allows A Group To Generate And Prioritize A Large Number Of Issues Within A Structure That Gives Everyone An Equal Voice.

# Effective Sales Process Decision Making

## Benefits Of Nominal Group Technique

- Reduces The Number Of Issues
- All Team Members Participate
- Rank Orders Items

# Effective Decision Making

## Nominal Group Technique

### Part #1 – Define Issues & Generate Ideas

1) Define The Issue

2) Generate Ideas

3) Collect Ideas

4) Combine Ideas

5) Clarify Ideas

# Nominal Group Technique

## Part #2 – Make The Selection

- Assign Letters To Ideas
- Rank Ideas Independently
- Collate The Rankings
- Add The Rankings
- Rewrite The List In Priority Order
- Perform A Sanity Check

# Nominal Group Technique Chart Results

<u>Issue</u>	Karly	Sam	Dave	Gloria	Robert	<u>Total</u>	<u>Priority</u>
<b>A</b>	7	5	1	6	5	<b>24</b>	<b>2</b>
<b>B</b>	2	1	6	3	2	<b>14</b>	<b>6</b>
<b>C</b>	6	4	5	4	4	<b>23</b>	<b>3</b>
<b>D</b>	1	2	3	2	3	<b>11</b>	<b>7</b>
<b>E</b>	5	6	4	5	6	<b>26</b>	<b>1</b>
<b>F</b>	3	3	2	7	7	<b>22</b>	<b>4</b>
<b>G</b>	4	7	7	1	1	<b>20</b>	<b>5</b>

# Nominal Group Technique

## Sales Representative Survey - Prioritize

- D. Unclear Mission And Objectives
- B. Ineffective Organizational Structure
- G. Lack Of Training
- F. Poor Distribution Of Feedback Results
- C. Lack Of Feedback On Reports To Management
- A. Poor Communications Outside The Office
- E. Poor Communications Within The Office