



REAL-TIME SALES ACCELERATION WORKBOOK

# **7 Strategies** for Removing Sales Issues that Cause Lost Deals

# Introduction

Sales teams are navigating constant pressure to drive revenue growth. While enablement, training, and competitive intelligence provide valuable tools, leaders still ask “What can we do to close more business, faster?”

The answer is in Real-time Sales Acceleration. Discover the seven strategies to remove sales issues that stall or kill deals. No fluff: just the actionable steps leaders take to increase revenue.

This workbook will walk you through what it takes to:

- Surface sales issues in real-time
- Trigger corporate teams to take action and make decisions that unlock revenue
- Increase your organization's win rate

Let's chart the course. The journey starts here.



# 1

## Be the compass

Every journey needs a clear destination. As a leader, your role is to define that destination: the one business goal everyone will navigate toward.

Start by identifying the one big goal your organization must achieve. Be specific. For example, The Business Goal: **increase revenue 30% year over year.**

Next, create an active statement that defines what everyone will be focused on doing. Keep it simple, short (3-5 words), and try ending it with “together” to reinforce collaboration. For example, The Active Statement:

**Increasing Revenue Together.**

Now, describe the destination — explain what you’re trying to accomplish and why it’s important. Keep it under 100 words.

### The Goal

### The Active Statement

### The What & Why



# 3

## Plot the journey

Every successful journey has waypoints — key moments that indicate progress or obstacles. Your role as a leader is to define the markers everyone will encounter on their journey, so you can see both progress and selling issues.

First, think of the selling issues. What are the top three selling issues that get in the way of sellers closing deals? **Pricing issues? Product gaps? Sales inefficiencies?** List the top three that undermine a seller's ability to close deals.

Second, think about progress in a sellers' journey. A win is the most definitive sign of progress. Are there others? List 1-3 signs of progress now.

Now circle the most critical selling issue — it's time to tackle this roadblock and clear the path.

### Top selling issues

### Top signs of progress

# 4

## Light up the map

To stay on course, everyone involved needs visibility. Now we're going to light up the map with real-time insights so no sales issue goes unnoticed.

In the last section you chose your top selling issue; now define the real-time data points you want to capture every time it occurs. For example, here are the real-time data points you may want for every pricing issue:

- The type of pricing issue
- A summary of the pricing issue
- The deal amount
- The competitor (if applicable)
- The stage: a potential, confirmed, significant, or a loss-causing pricing issue.
- The account, industry, solution and region

Now turn on the headlights – list the real-time data points for your top issue.

### Top selling issue and real-time data points

# 5

## Prepare a first responder network

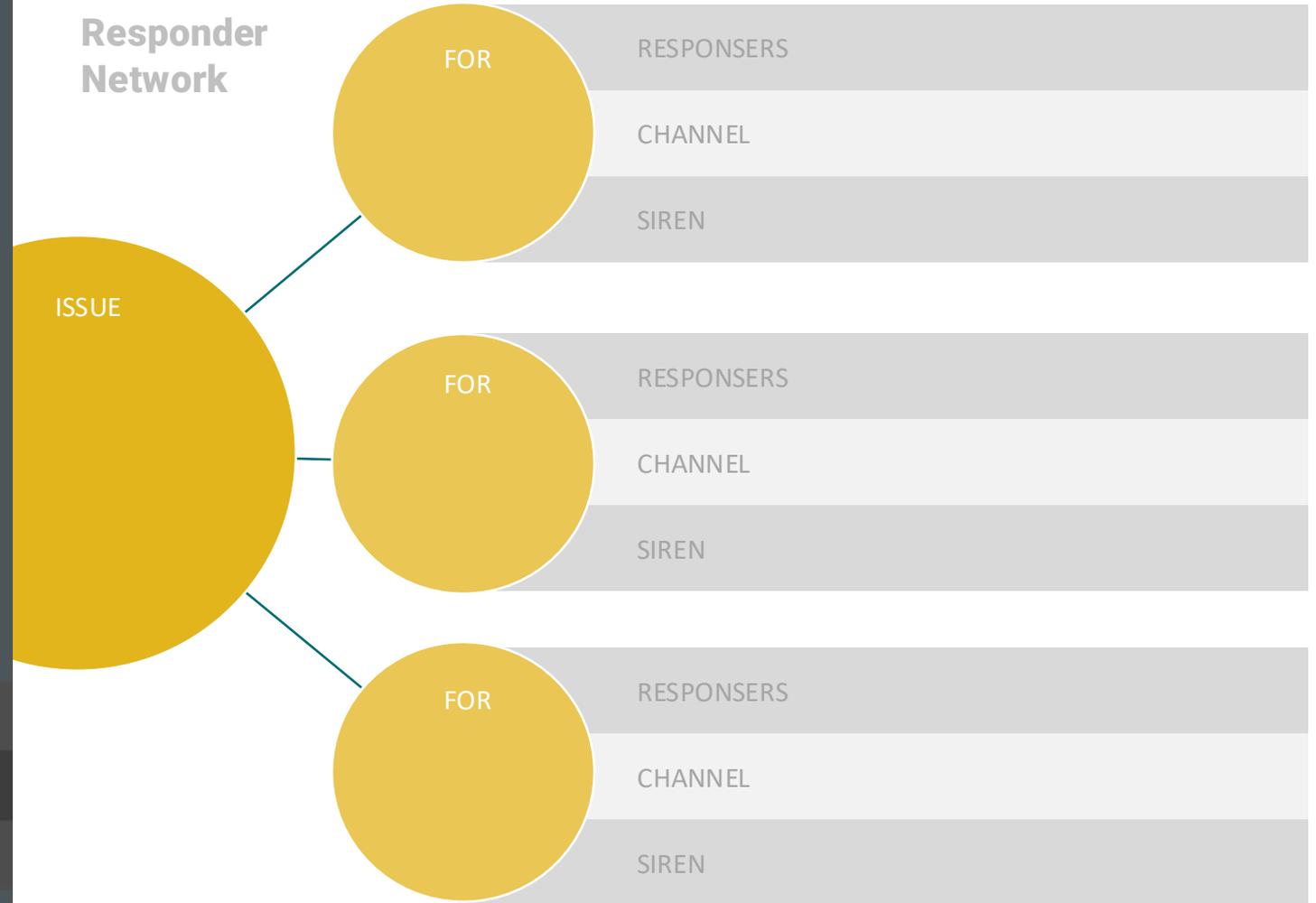
When high-priority sales issues arise, you need first responders ready to intervene, to act immediately so you can close more deals. This is your response plan, including specific responders, channels, and sirens:

- **Responders:** you'll identify the team or person(s) responsible for responding
- **Channels:** you'll identify the Slack or Teams channel where all their issues will be delivered for awareness
- **Sirens:** you'll identify the high-priority issues that require immediate intervention and responders to close the loop

Here's an example:

ISSUE	FOR	RESPONDERS	Surgical Devices Pricing Team
Pricing	Surgical Devices	CHANNEL	SDP_Team on Slack
		SIREN	Loss-causing Pricing Issues

Now, define your response plan—who takes action, where alerts go, and what requires immediate response.



# 6

## Publish a traffic report

A good navigator constantly checks traffic conditions and adjusts accordingly – think of it as a traffic report. Your job is to make sure everyone involved sees the big picture and stays on course to increasing revenue together.

First, equip everyone to create their own traffic reports. They should be able to analyze any slice of sales issues, on-demand, and use AI to discover the actionable insights.

Second, ensure everyone sees the big picture – think of it as a traffic report for sales issues and progress. Publishing this report should take a minute with AI, not hours.

Think of your ideal schedule and define it here. For example:

Frequency	Day & Time
Weekly	Fridays at 4:30 PM

Frequency	Due Date



# 7

## Remove delays

Your role as a leader is to make sure “increasing revenue together” is easy, fast, and there are zero delays in any step of the process. This is where your technical implementation becomes critical so that you remove all delays:

- **Zero delays to sharing.** This means employees are sharing with a few quick taps, from *everywhere* they work – Slack and Teams channels, CRM, email, browsers, mobile device – everywhere, so there’s no delay.
- **Zero delays in visibility.** This means employees can see everything, immediately, and no data is being lost in silos.
- **Zero delays in clarity.** This means employees can zoom in to get immediate clarity about what’s occurring.

A real-time technology partner will remove delays with real-time connectors across systems. Now, list the top 5 systems where employees work, so they can be seamlessly connected.

## Real-time Connectors

# Your Real-time Partner

You've now mapped out your journey to Real-time Sales Acceleration. By setting the destination, assembling the right crew, marking waypoints, and removing roadblocks, you're on course to close more deals, faster.

**Now, the real-time technology partner you choose is critical. Groopit is the only AI engine for real-time human intelligence.** It's our specialty, our expertise, and we would love to be the partner you choose.

Let us start by showing you the real-time technology. Just [email hello@groopit.co to schedule a demo](mailto:hello@groopit.co). Or visit [Groopit.co](https://groopit.co) to learn more.

We'll look forward to meeting you!



## Want to see the real-time technology in action?

*Schedule a demo [here](#)*



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