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GEMINI CONSULTING
5 STEP SELLING PROCESS

Step #4 —Authoriser Meeting (Could be imbedded in Early A&D) S.O./Analyst

1. **Preparation for Authoriser Meeting**
   a. Esablished way to involve Authoriser early
   b. Agreed on DM leadership role in informing Authoriser of our plans
   c. Prepared DM for Human Nature of Authoriser
   d. Learned about Authoriser's rational/ political/emotional needs

1. **Informing Authoriser**
   a. DM introduced Gemini
   b. DM confirmed Red Issue importance and urgency of action
   c. S.O. introduced Gemini experience through Red Issue WWFs
   d. Analyst or S.O. confirmed approval process
   e. Analyst or S.O. introduced Gemini approach/consulting process
   f. Analyst or S.O. scheduled executive focus interview with authoriser in first week
   g. DM/SO/Analyst jointly informed authoriser of expectations for A&D going to project

2. **Linkage to Decision Process**
   a. Obtained agreement from authoriser to help with prompt go-ahead approval
   b. Post-meeting assessment by S.O./ Analyst

OUTCOMES:

1. Did you get conceptual agreement on A&D process?
2. Did you get agreement on immediate project start after A&D?
3. Do you understand authorisation process?

Step #5 — Pre A

1. **Pre-A Process**
   a. Introduced Gemini A&D manager to DM and VPs
   b. Reconfirmed Red Issue opportunity/value/ urgency
   c. Determined decision criteria for prompt start
   d. Reconfirmed leadership roles
   e. Reviewed the Gemini consulting process
   f. Developed joint action plan to be introduced properly to his/her organisation
   g. Confirmed final scope/price/start date

2. **Linkage to A&D Opening**
   a. Developed A&D opening plan
   b. Insure availability of date for opening
   c. Worked out logistics and housekeeping
   d. Scheduled key meetings for DM/S.O./ A&D executives
   e. Reviewed/updated client data package
   f. Critiqued Pre-A meeting

QUALITY A&D STARTS CHECKLIST

a. Red Issue identified
b. Decision Network and criteria understood
c. Have met authoriser before start, set 3 meetings for A&D
d. Client bought project—not an A&D
e. Initial price qualification in broad range (not limiting)
f. Deliverables understood as:
   1. Change programme
   2. Business case
   3. Start of mobilisation
g. Areas outside A&D scope identified
h. Pre-analysis meeting scheduled
i. Client understands Joint Team implementation concept
j. Client update schedule agreed (including decision-maker and authoriser)
k. Expenses at actual: fee and estimated expenses billed upfront

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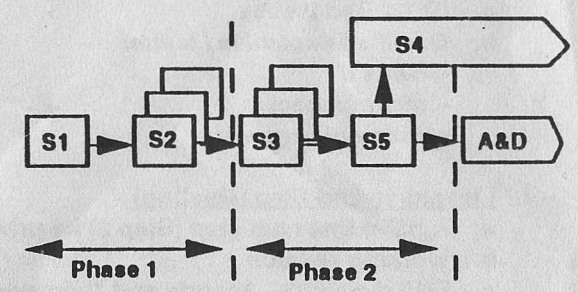
5 STEP SELLING PROCESS CHECKLIST

"Gain The Right Agreements Along The Way"



ID Red Issue
Qualify Issue
Qualify Leadership

Build Commitment
Design Approach

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