

A Quick Positioning Audit

If you're already engaged with a giant corporation or government agency, rate the flowing statements on a scale of 1-5 (with 1 being the least, and 5 being the most). If you're just in the initial stages of dialog with a giant, consider these statements to be goals for your new account!

I have had discussions at the senior management level about the future direction of my prospect's organization.	
My key contacts are in positions that have access to future plans and directions.	
My key contacts and I mutually share valuable information whenever we meet.	
My key contacts actually suggest that we have meetings with other key decision makers.	
My key contacts believe our product or service should receive preferred selection on vendor status.	
My key contacts clearly know how our product or service can provide superior solutions and actively work to further their agenda.	
My key contacts have helped me understand the protocol, procedures, and policies related to how his or her organization buys products or services.	
My key contacts allow me the latitude to openly suggest meeting with others whose position can be improved through the use of our products or services.	
My contacts know the strengths, weaknesses and correct applications of our product or services that exceed – more than simply meet – immediate needs.	
Total	

Now, look at how your score translates into the perceptions your contacts have of you:

9-24 points: You're seen as an enemy in their midst. You are not demonstrating that you have significant value to add, and they are unlikely to pursue doing business with you.

25-34 points: You're perceived as a mild to severe adversary. Things could go either way for you, depending on how well you handle yourself and the sales process from this point forward.

35-45 points: You have built strong internal advocacy. You are well-positioned and have a very high likelihood of winning business from this prospect. It's not in the bag, but it's yours to lose.