

# The Whale Hunters Tools



For Our Readers  
The Whale Hunters  
1/1/2020



This is the Target Filter form for an Individual Company. It includes the company's score on each criterion on your Target Filter plus a total score.

## COMPANY TARGET FILTER

COMPANY NAME

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Criteria	Best case (3)	Good (2)	Minimum Acceptable (1)	Total
<b>TOTAL</b>	----	----	----	

## THE BUYERS' TABLE

USE THIS TOOL TO HELP YOU REMEMBER THE BUYERS AND THEIR VARIOUS ROLES.

TRY TO FIGURE OUT WHO CAN SAY "YES." THAT'S THE POLAR BEAR.



Those at the whale company who will be affected by your company's solutions are represented by the positions at this table. These people have an enormous amount of influence on whether you get the sale.

Identify who's who, from both your company and your whale-sized prospects, so that you can bring everyone "to the table" at the right time – for the right reasons.



## BUYER'S TABLE KEY

### YOUR TEAM

- Harpooner is the salesperson
- Oarsmen are SMEs
- Shaman is the Sales Manager
- Ravens are your friends or allies; people who want you to win

### WHALE'S TEAM

- Polar Bear
- can say "yes"
- Caribou are technical buyers
- Eels are spoilers
- Consultants or Inside Team can interfere

## DOSSIER

COMPANY NAME					
HQ Address					
City, State, Zip					
Main Phone					
URL					
Ticker Symbol					
Industry					
Key Contacts First	Last	Title	Position	Our Relationship with Contact	
Whale Signs					

<b>HISTORY</b>	
<b>Company Description</b>	
<b>Locations</b>	
<b>Industry</b>	
<b>Market Position</b>	
<b>Their Strategy</b>	
<b>Key Business Issues</b>	
<b>Their Key Competitors</b>	
<b>Major Customers</b>	
<b>Trade Associations</b>	
<b>Key Information</b>	
<b>Summary Financial Data</b>	Year 1 Year 2 Year 3
<b>Current Annual Revenue</b>	
<b>Cash Flow Status</b>	
<b>Balance Sheet Status</b>	
<b>Any Financial Worries for Me?</b>	
<b>My Competitors</b>	

## Whale Fears Worksheet

Write down how whales would fear you in each category.

CATEGORY	FEAR OF YOUR COMPANY
<p><b>CHANGE</b></p> <p><i>any variation from what they are doing now</i></p>	     
<p><b>INTERNAL CONFLICT</b></p> <p><i>Disruption, disagreement, internal or with customers or suppliers</i></p>	     
<p><b>MORE WORK</b></p> <p><i>Any new effort on the part of people with whom you will be meeting (e.g. your lack of experience)</i></p>	     
<p><b>FAILURE/MISTAKE</b></p> <p><i>Potential shortcomings, problems, public signs of a bad decision down the road</i></p>	     

## FEAR BUSTERS WORKSHEET

Choose the most important fears. Write down how whales would fear you in each category.

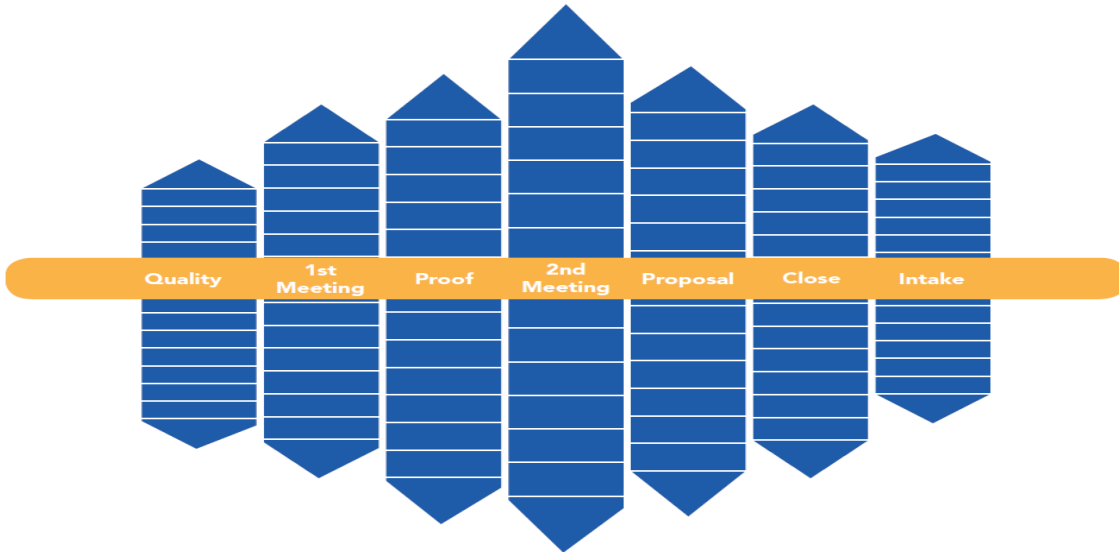
	FEAR	FEAR BUSTER	Rating +0-
<b>CHANGE</b>			
<b>INTERNAL CONFLICT</b>			
<b>MORE WORK</b>			
<b>FAILURE/ MISTAKE</b>			

Rating: Plus = We're in good shape; Minus = Needs improvement; Zero = We have nothing.

Select more relevant fears. Identify fear buster for each. Rate fear busters.

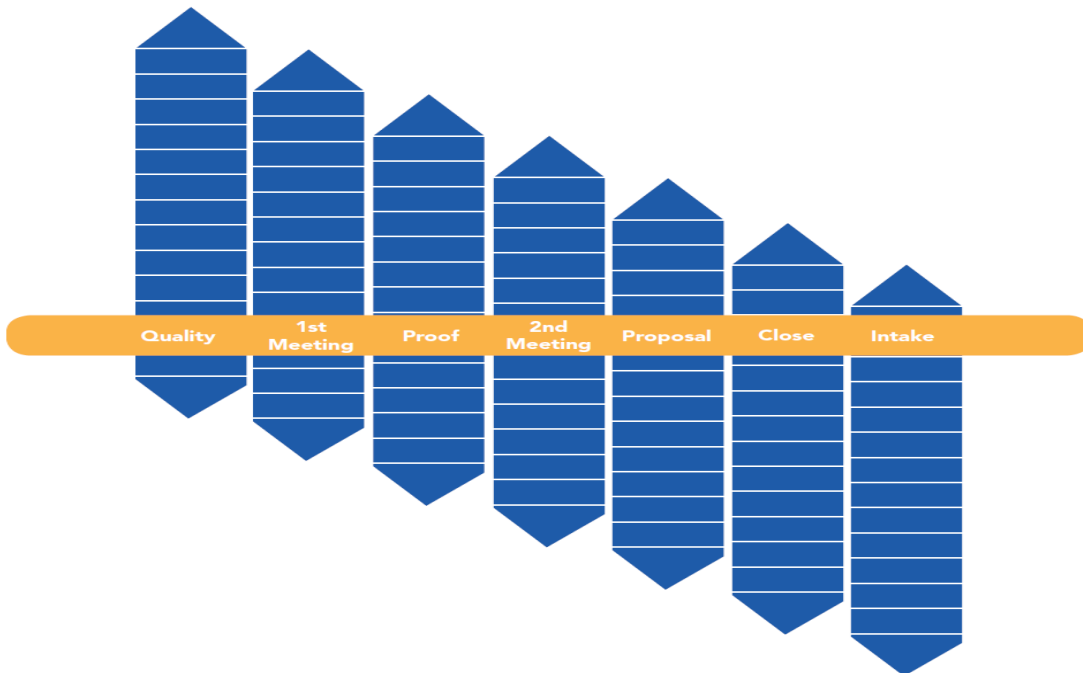
Then create a prioritized plan to create the fear busters you need. Later, build them into your sales process.

**Progressive Discovery**  
 Who is present from the whale?



**Progressive Disclosure**  
 Who represents your boat?

**Progressive Discovery**  
 What do you need to learn from the whale?



**Progressive Disclosure**  
 What do you need to disclose?

## BOTH WORK TOGETHER

- These steps are arbitrary
- Start with existing steps
- Simple process
- Easy to manage
  - Did we move to the next step?
  - How long did it take?
  - How can we improve it?
- Works with any IT or with no IT

This process becomes your Sales Process Map.

## THE BIG SHOW

For many whale hunting organizations, inviting the whale to visit their headquarters is the best method of beaching the whale. If you decide to try it, you must be in complete control of every step of the process, as this check list only begins to illustrate.

Think of planning The Big Show as a coach uses a playbook, a composer writes a score, or the planning consultant controls a wedding and reception.

Everyone in your village needs to know that a Whale is visiting and how they should prepare, implement, and follow up.

**PURPOSE:** What do you want this Whale to learn from visiting your location?

**OUTCOME:** What do you intend to accomplish from this visit?

### Preparation

- Prepare Team: roles, dress code, engagement
- Prepare facility: clean, neat, welcome, WOW factor
- Prepare visit plan: date, time, agenda, management
- Prepare communication plan: your team, their team

### Implementation

- Transportation: landing to departure
- Hospitality: refreshments, meeting space, courtesies
- Script: presentation components and presenters
- Tour stops: what they will see, who, and in what sequence

### Follow Up:

- Thank Yous: to your team and to their team
- Answers: to questions that linger
- Meet commitments: deliver what you promised
- Debrief: seek feedback with and from your team



Thank you for downloading these tools from our book *Whale Hunting: How to Land Big Sales and Transform Your Company*.

Let us know how we can help your company implement The Whale Hunters Process™. We offer a range of options, from online courses to coaching to virtual or on-site training and consulting. We can recommend a solution for you depending on your company size and your needs.

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