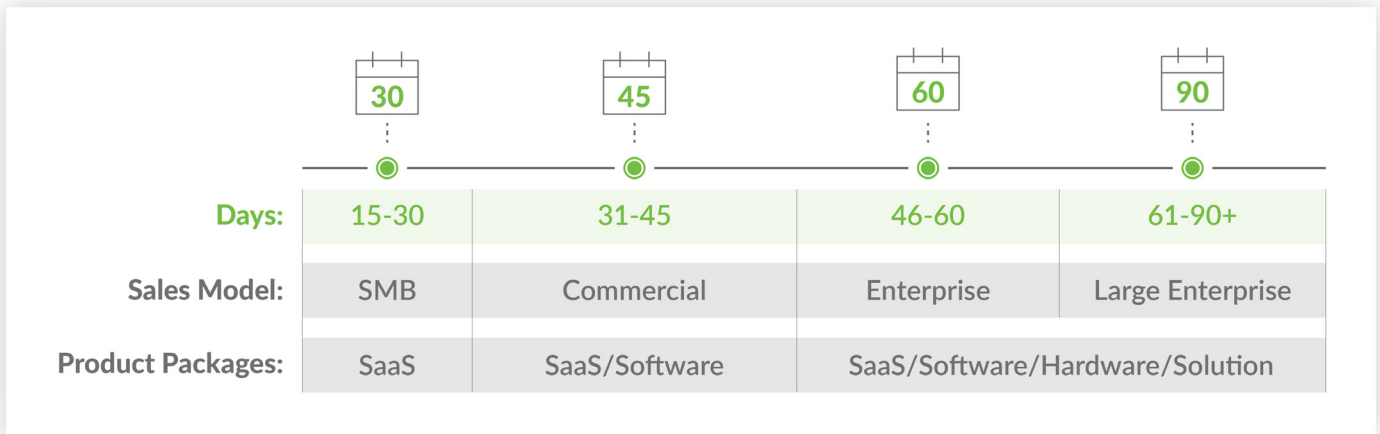


Evaluations: Determine the technical win and earn the business

Evaluations vary based on duration, engagement and complexity.

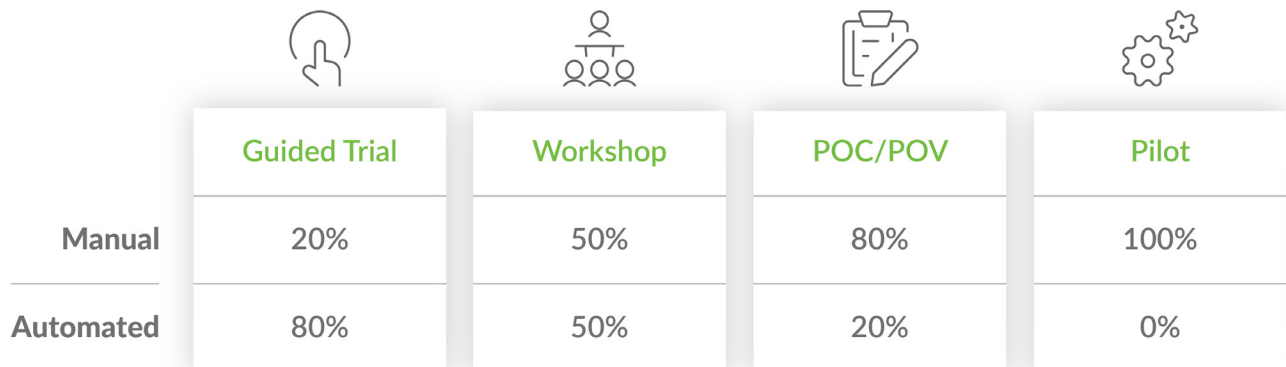
Step 1: Duration

Evaluations are time bound, and support various sales models and product packages.



Step 2: Engagement

Engagements will require automated and manual playbooks to ensure optimal proof of value.







“Effective execution on evaluations determines whether we meet our sales quota or have some explaining to do in our next sales call.”

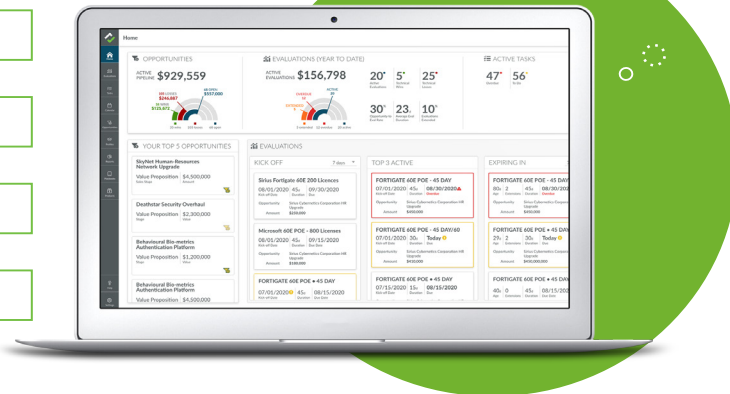
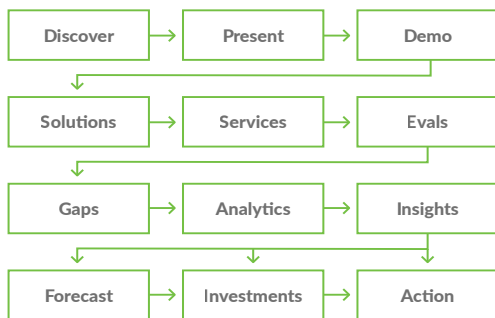
- VP of Sales, Large Cap

Step 3: Complexity

Evaluation complexity varies based on the prospect’s success criteria and buying process.

				
Engagement	Low	Medium	High	Very High
Success Criteria	Simple	Mildly Complex	Complex	Very Complex
Buying Process	Individual Decision	Small Group	Medium to Large Group	Medium to Large Group

Identify the evaluation characteristics that apply to the products you sell and prospects you sell to.



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