

Technical Sales: Managing feature gaps that block growth

Three simple steps you can take to help your company listen and respond to your prospects' and customers' needs.

Step 1: Frame The Request

As an individual contributor, contextualize the opportunities in your direct line of sight that are at risk from feature gaps.



Money

Quantify dollar amount at risk by gaps identified.



Time

Contextualize how quickly the gaps must be addressed.



Severity

Flag the level of risk the gaps put on your opportunity.

As a technical sales leader, you can aggregate gaps that your team identifies to help product management address gaps blocking growth.

Step 2: Advocate With Data

Be self-aware if you feel, think or know that the gap you have identified will potentially block a technical win with a prospect.



"I feel"

Make sure you are not emotionally reacting to a gap identified by the prospect that you can sell around.



"I think"

Don't make assumptions about the gap level of importance identified by your prospect.



"I know"

Validate the severity, timing and opportunity at stake of the gap with your prospect.

Reliable data starts with you, so make sure you validate the need level.

“When product management effectively responds to product and solutions gaps raised by sales engineers, millions of dollars can be unlocked within weeks.”

- CEO, Mid Cap Company

Step 3: Close The Loop

Actively listening to your prospect is important, but even more important is taking action and following through.



Prospect

Probe and learn more when prospects raise the need for a new feature.



Presales

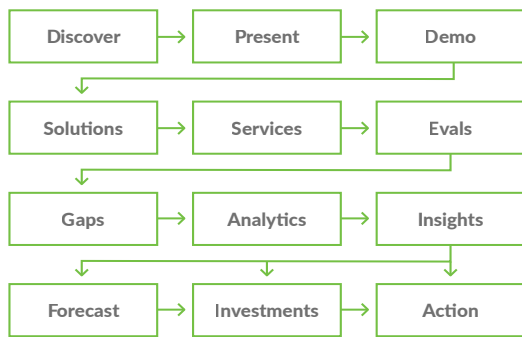
Recognize that you are the advocate for your prospect and your product manager.



Product

Help product management understand the importance of the gap that needs to be addressed.

You play a critical role in driving accountability with product management and closing the loop with your prospect.



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