



The Blueprint for Success: A Seismic Checklist

Introduction to the Blueprint for Seismic Success

Enabling sales teams to engage meaningfully with buyers, and stay engaged, by delivering relevant and valuable insight that will positively impact the buying journey. Not just doing what we do more efficiently but creating more effective ways in which to reconnect sellers with buyers.

Key Considerations of the Blueprint

- Considers the three aspects of people, process, and technology
- Sets the direction for success
- Leverages existing expertise and assets
- Increases the probability and speed of success
- Drives through implementation and adoption to business results
- Provides a checklist and path for success
- Use as little or as much as is required for each phase
- Many of these steps can run in parallel



The Blueprint for Success: Three Phases Overview

1. Scope	2. Setup	3. Adoption
1.1 The Why	2.1 Market Messaging	3.1 Early Adopters
1.2 Voice of the Customer	2.2 Content Organization	3.2 Benchmark
1.3 Vision of the Future	2.3 Enablement	3.3 Launch Readiness
1.4 Priority and Staging	2.4 Change Management	3.4 Rollout
1.5 Ramp Plan	2.5 Technology Configuration	3.5 Support
1.6 Scope: Stakeholder Alignment	2.6 Setup: Stakeholder Alignment	3.6 Optimize

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Step	Short Description	Checklist
1. Scope		
1.1 The Why	<p>Everything starts with “the why.” Without a clear and compelling reason to undertake anything in today’s world, the likelihood of success is massively reduced. Starting with gaining alignment for the why lays the foundation for success.</p> <ul style="list-style-type: none"> • Why would we do this? • Is it worth doing? • What will it take to be successful? • Expected return? 	<ul style="list-style-type: none"> <input type="checkbox"/> Business drivers <input type="checkbox"/> Market opportunity <input type="checkbox"/> Challenges and opportunities <input type="checkbox"/> Scope <input type="checkbox"/> Expected (high-level) results <input type="checkbox"/> Dependencies <input type="checkbox"/> Risks <input type="checkbox"/> Contingencies
1.2 Voice of the Customer	<p>All sales and marketing investments and campaigns should be targeted at positively impacting the customer’s overall buying journey in some way. It is therefore imperative to start with a clear and deep understanding of the end-to-end target market(s)’s buying journey. Not what you imagine or hope that a buyer is doing when you are selling, but all that really happens on their side of the fence.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> What are buyers looking for? <input type="checkbox"/> What do they do? <input type="checkbox"/> Where do they go? <input type="checkbox"/> How do they make decisions? <input type="checkbox"/> Who gets involved? When? <input type="checkbox"/> What do they value? <input type="checkbox"/> What are their concerns?
1.3 Vision of the Future	<p>Using the foundation of understanding why we would do this, and how the customer is buying, we can now develop what the future should look like, including the all-important question of exactly how we will engage in the buying journey.</p> <p>The Market Engagement Strategy</p> <ul style="list-style-type: none"> • Where and how will we engage in the buying journey? • Then, how will we: <ul style="list-style-type: none"> • Stay engaged? • Differentiate? • Be relevant to the buyer? • Address all the roles/personas? • Overcome the friction? • Impact the buying journey? 	<ul style="list-style-type: none"> <input type="checkbox"/> What will success look like? <input type="checkbox"/> What is different from today? <input type="checkbox"/> Where will our customers be? <input type="checkbox"/> Where will the market be? <input type="checkbox"/> Where will we be? <input type="checkbox"/> What competition may we face? <input type="checkbox"/> What can we/should we innovate?
1.4 Priority and Staging	<p>Not wanting to try to boil the ocean, how do we best step from where we are towards the vision?</p> <p>We must determine the priorities where we will get the most return and the optimal sequencing for the introduction of new/changed technology, processes, and practices.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> One step at a time <input type="checkbox"/> Prioritizing the possibilities <input type="checkbox"/> Seismic feature rollout timeline <input type="checkbox"/> Balancing investment, risk, time, and return <input type="checkbox"/> Implications of choices

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1.5 Ramp Plan	The final step of the Scope phase is to develop the overall program plan, gaining a clear understanding of what is required, by whom, and for when.	<ul style="list-style-type: none"> <input type="checkbox"/> Developing the plan <input type="checkbox"/> Stages and milestones <input type="checkbox"/> Resources required <input type="checkbox"/> Critical dates <input type="checkbox"/> Critical success factors <input type="checkbox"/> Linkages and dependencies <input type="checkbox"/> Implications
1.6 Scope: Stakeholder Alignment	<p>Ensuring that all stakeholders are aware, aligned, and committed is key at this stage. The stakeholders should include:</p> <ul style="list-style-type: none"> • Senior management/executive • Functional leaders that must contribute or will be impacted in some manner • Subject matter experts and/or resource owners whose input or involvement is required 	<ul style="list-style-type: none"> <input type="checkbox"/> Gaining alignment of key players <input type="checkbox"/> Buy in to: <ul style="list-style-type: none"> ○ Direction ○ Plan ○ Approach ○ Resources
2. Setup		
2.1 Market Messaging	Key to success is the careful way in which all messaging is delivered, across all channels, to buyers across the end-to-end buying journey. In today's world, generic value propositions and content that is simply about the offering fails to make a true impact on the buyer. Messaging and content must be precisely aimed at bringing insight and relevance to the different players at the different stages of their overall buying journey.	<ul style="list-style-type: none"> <input type="checkbox"/> Deliver personalized, relevant, and valuable insight <input type="checkbox"/> Across all channels <input type="checkbox"/> Not about the product, but addressing the needs of the buyer <input type="checkbox"/> Supporting them across their buying journey <input type="checkbox"/> What are the key messages, to the different players, at the different stages of the buying journey?
2.2 Content Organization	With the market messaging matrix described above in-hand, content can now be organized in accordance with a meaningful and effective taxonomy. Consider the different categories of content, i.e., collateral, knowledge, and training.	<ul style="list-style-type: none"> <input type="checkbox"/> Develop the taxonomy <input type="checkbox"/> Sort content and collateral <input type="checkbox"/> What should be used, when, and how? <input type="checkbox"/> Align to market messaging approach <input type="checkbox"/> Consider all channels
2.3 Enablement	<p>What will be required to enable the selling and marketing teams to effectively adopt the envisioned approaches and attain the vision of success?</p> <ul style="list-style-type: none"> • Governance required • What should the selling approach be? • What skills, knowledge, and competencies will be required to successfully adopt the selling approach? 	<ul style="list-style-type: none"> <input type="checkbox"/> Consider the minimal viable product <input type="checkbox"/> Development of the Sales Playbook or Buying Journey Navigator™ <input type="checkbox"/> Training, coaching, and support programs <input type="checkbox"/> Governance <input type="checkbox"/> Business cadences

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2.4 Change Management	<ul style="list-style-type: none"> • What tools, resources or technology will be required? • How should this be managed and measured? <p>This step is often trivialized or misunderstood. No matter how small the change is that people are being asked to make, and no matter how significant the benefits of that change may be, people stick to their routines and habits. Change requires thoughtful management.</p> <p>Consider what will require change:</p> <ul style="list-style-type: none"> • People’s behaviors, practices, skills, or knowledge • Technology, tools, resources • Processes, practices, approaches 	<ul style="list-style-type: none"> <input type="checkbox"/> Stakeholder analysis: <ul style="list-style-type: none"> ○ Motivators for change ○ Inhibitors to change <input type="checkbox"/> Requisites: <ul style="list-style-type: none"> ○ Active leadership ○ Compelling reason to change ○ Vision of what success looks like <input type="checkbox"/> Managing through the adoption curve: <ul style="list-style-type: none"> ○ Early Adopters ○ Pragmatists ○ Conservatives <input type="checkbox"/> Development of the communication plan
2.5 Technology Configuration	<p>With a clear understanding of what is required, the priorities and staging, the overall taxonomy and vision of success, the configuration of the technology can now successfully be accomplished.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Integration <input type="checkbox"/> Create the contextual UX <input type="checkbox"/> Getting it right from day one <input type="checkbox"/> Load content
2.6 Setup: Stakeholder Alignment	<p>Before launch, it is time to once again check in and gain full alignment of the program stakeholders.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Implementation and adoption approaches <input type="checkbox"/> Resources required <input type="checkbox"/> Active participation <input type="checkbox"/> Communication plans <input type="checkbox"/> Expectations
3. Adoption		
3.1 Early Adopters	<p>It is highly recommended that implementation starts with a hand-picked group of Early Adopters. These are the end users that would volunteer to try the new approach, system, or tools. It is important to note that this is not a “pilot,” which signals a tentativeness and sets up for a different user expectation.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The explorers and adventurers <input type="checkbox"/> Not a “pilot” <input type="checkbox"/> Not the typical user <input type="checkbox"/> They will become the champions <input type="checkbox"/> Providers of great feedback <input type="checkbox"/> Gain success stories
3.2 Benchmark	<p>Time to get, and bring together, the lessons learned from the Early Adopters. What changes can be made to the processes, the training, the system, or approaches to maximize the user experience and business results?</p>	<ul style="list-style-type: none"> <input type="checkbox"/> What worked versus what did not? <input type="checkbox"/> More than technology – total arc of enablement <input type="checkbox"/> Collecting the success stories <input type="checkbox"/> Making it easy and simple for the end users

Step	Short Description	Checklist
3.3 Launch Readiness	<p>Apply any changes learned from the Early Adopters to be ready for the full rollout. Complete the development of:</p> <ul style="list-style-type: none"> • Communication plan • Technology, tools, resources • Processes, practices, approaches • Training, support, and coaching assets 	<ul style="list-style-type: none"> <input type="checkbox"/> Revise ramp plan as required <input type="checkbox"/> Complete the readiness for full rollout <input type="checkbox"/> Content <input type="checkbox"/> Configuration <input type="checkbox"/> Processes and approaches including sales playbooks/Buying Journey Navigator™ <input type="checkbox"/> Job aids <input type="checkbox"/> Training <input type="checkbox"/> Support <input type="checkbox"/> Coaching
3.4 Rollout	<p>Launch the new system and approaches in alignment to the Change Management and Communication Plan. They need to provide the full enablement required for success including training, support, and coaching.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Change management and communication plans <input type="checkbox"/> Leverage success stories <input type="checkbox"/> Reduce perceived risk and effort <input type="checkbox"/> Timing of rollout <input type="checkbox"/> Provision of comprehensive enablement <input type="checkbox"/> Remember: people do not adopt for logical reasons <input type="checkbox"/> Active leadership participation
3.5 Support	<p>Especially important right after launch, support must be present to accomplish the change and adoption. Support comes in many ways:</p> <ul style="list-style-type: none"> • Leadership inspection and coaching • Provision of training • Peer and cohort • Boosting confidence • Swift responses to all questions • Identifying emerging best practices • Sharing success stories • Troubleshooting areas of challenge 	<ul style="list-style-type: none"> <input type="checkbox"/> Active leadership <input type="checkbox"/> Ease in finding help and answers to questions <input type="checkbox"/> Reduction of perceived risk and effort <input type="checkbox"/> Share positive results <input type="checkbox"/> Inspect what you expect <input type="checkbox"/> Integrate into daily and standard operating practices as soon as possible
3.6 Optimize	<p>From day one, use the analytical capabilities to determine best practices and areas of challenge. Do not just look at training metrics. Use the analytics to determine the leading indicators that correlate to business success.</p>	<p>Always optimize:</p> <ul style="list-style-type: none"> <input type="checkbox"/> User experience <input type="checkbox"/> User adoption <input type="checkbox"/> Business results



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