

Sample Get Dangerous Quickly™ Document

If a company has a large portfolio of products and/or services, it can help its salespeople “get dangerous quickly” with the entire portfolio by providing summary information for each product or service in a **standardized format**. Standardized formats enable salespeople to rapidly familiarize themselves with new products and services. Plus, Get Dangerous Quickly™ documents make handy “cheat sheets” for salespeople to take with them on sales calls.

Two sample Get Dangerous Quickly™ documents are provided on the following pages. These documents include the following sections:

- **Overview:** What does the product or service do? (in plain English)
- **Differentiation (included in the Overview section):** What are a few key differences between this product or service and competitive products or services?
- **Business Problems:** What business problems does the product or service solve?
- **Qualifying Questions:** What questions should a salesperson ask to determine whether a prospect or customer has the **business problems** that the product or service can solve, and if they do, to **quantify the impact** of these business problems?

Sample “Get Dangerous Quickly” Document – Software Product

Product Name/ Function	Overview	Business Problems	Qualifying Questions
<p style="text-align: center;">SQL-BackTrack</p> <p>Relational Database Backup/Restore</p>	<p>Intelligent tool that simplifies and automates many tasks associated with backup and recovery of relational databases. Provides a higher level of functionality than available from other data protection products and/or native tools bundled with databases. Key features:</p> <ul style="list-style-type: none"> • Guided recovery • Minimized recovery “think time” and errors • Right-sized recovery (recover only what you need, when you need it) • Flexible, high-performance backup • Enterprise Snapshot for UNIX (“instant” backup) • Manage multiple, heterogeneous databases from a central GUI <p>Here is how SQL-BackTrack assists with each step of the database recovery process:</p> <ul style="list-style-type: none"> • Analysis: Auto-discovery tells DBA what is missing from the database • Source: Historical backup management keeps track of backups and determines source for data to be restored • Preparation: Issues appropriate commands needed to prepare database for the recovery process • Restore: Copies backup data from source to correct destination • Recover: Issues appropriate commands in correct sequence • Post-Recovery Clean-Up: Performs or advises DBA on appropriate post-recovery clean-up process, ensuring the database is ready to resume full operation 	<ul style="list-style-type: none"> • Many mission-critical applications (e-business, manufacturing, point-of-sale, etc.) need to access relational databases in order to function. If a database has problems (goes down or suffers data loss or corruption), application downtime can cost companies tens of thousands of dollars per minute in lost sales, lost customers, and lost opportunities. • Database backup and recovery is a complex and error-prone process. This conflicts with the need for speedy recovery from failure, especially in high-availability environments. • File system backup tools have no intelligence concerning how files go together to build more complex structures such as databases. As a result, significant manual intervention is required to restore databases, lengthening database and application downtime and increasing related financial losses. • DBAs may write scripts for database backups. This makes backups dependent upon the DBA. If the DBA is out of the business or leaves the company, the company’s ability to backup and restore their databases is at risk. Plus, while backups can be scripted, it is very difficult to script recoveries. <p>NOTE: According to Gartner, only 20% of outages requiring recovery are due to physical failures, while 80% are due to human error.</p>	<ul style="list-style-type: none"> • What is your cost of downtime? • How critical are your databases to your business? • What is your time to recover (TTR) if a database goes down? • How fast are your databases growing? • Have you ever had a database failure you couldn’t recover from? How about a failure that took “too long” to recover from? How did these failures impact your business? • How often do your database recoveries fail and need to be started over again? • How often do you need to recover just a few database objects instead of an entire database? • How many database servers do you have? Are they centralized or distributed? • What applications do you plan to introduce that might demand a more robust database backup/recovery scheme? • Are you using native database tools (RMAN, EBU, ONbar) for database backup and recovery? How happy are you with these tools? • How much DBA turnover do you have? How does this impact your backup coverage?

Sample “Get Dangerous Quickly” Document – Sales Testing Service

Supplier	Product Name	Overview	Business Problems	Qualifying Questions
MySales Test.com	Specialized Sales Assessment Tests	<p>Our specialized, comprehensive, online sales assessment tests provide objective information that helps companies reduce hiring mistakes and improve the performance of existing sales team members.</p> <p>These specialized sales assessment tests look beyond the appearance and personality of sales job candidates and identify whether the candidates have the talents and drive required to be successful in your company's specific sales job. These sales assessment tests will raise questions that would never otherwise come up during ordinary interviews (when you are talking to people who are doing their absolute best to tell you what you want to hear).</p> <p>Our sales assessment tests are not personality or behavioral tests like Myers-Briggs or DISC. While those types of tools are useful for learning how to communicate more effectively with someone and may provide some insights into an individual's motivations, they do not provide enough information to enable you to accurately predict whether or not an individual will succeed in sales.</p> <p>Our sales assessment tests gather three types of information:</p> <ul style="list-style-type: none"> • Cognitive (brain function) • Behavioral • Interests (Does the person enjoy the activities involved in selling?) 	<ul style="list-style-type: none"> • Business owners, executives and managers in many organizations are frustrated by their sales team's performance, where a few top performers consistently deliver most of their company's sales, while the rest – the majority of their salespeople – barely pay their own keep ... or even lose the company money. • A key reason why companies suffer from 80/20 sales performance is their hiring decisions are based entirely on subjective information (resumes, interviews, etc.). Unfortunately, it is relatively easy to be fooled by job candidates during interviews. According to Lou Adler, author of <i>Hire with Your Head</i>: “More errors are made during the first 30 minutes of an interview than at any other time. Emotions, biases, perceptions, stereotypes, and first impressions are powerful human forces that profoundly affect individual judgment.” • Education and experience are poor predictors of sales success. The fact that someone has a college degree says nothing about whether they learn quickly or slowly. Plus, research shows that 55% of the people earning their living in sales should be doing something else and another 20% to 25% have what it takes to sell, but they should be selling something else. This means that 75% to 80% of experienced salespeople are likely to be a poor fit for your company's specific sales job! 	<ul style="list-style-type: none"> • Do you have 80/20 performance on your company's sales team, where something like 20% of the salespeople produce something like 80% of the results? • What is your sales team's annual turnover rate? • How many of your salespeople would you put into each of the following categories? <ul style="list-style-type: none"> ○ Top performers ○ Middle performers ○ Bottom performers • What is the difference in annual production (in terms of revenue, gross margin, or whatever metric is most important to you) between top performers, middle performers, and bottom performers? • What does it cost when you make a hiring mistake? Typical costs include: <ul style="list-style-type: none"> ○ Recruiting ads ○ Commissions to recruiters ○ Time spent reviewing resumes ○ Time spent conducting telephone screening calls ○ Time spent conducting interviews ○ Salesperson salaries/draws ○ Salesperson benefits ○ Sales training ○ Management time spent working with salespeople who don't produce ○ Cost of generating leads that would have produced sales if quality salespeople had pursued the leads ○ Reduction in sales to customers who would have purchased more if they were serviced by quality salespeople

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		<p>Our sales assessment tests can also help you improve the performance of existing salespeople who are struggling. We'll start by helping you identify which of your struggling salespeople should be in sales. Then we'll help you identify each individual's unique training needs. If you supply targeted training to address these needs, you can see dramatic improvements in sales performance.</p> <p>The two sales tests take a combined total of approximately one hour and fifteen minutes to complete. Assessment participants do NOT have to complete the assessments in one sitting if they don't want to.</p> <p>We recommend that assessment results should make up just one-third of any “people decision.” Interactions with the individual should make up the other two-thirds.</p> <p>We can also help our clients improve the quality of the information gathered during interactions with sales job candidates by helping them develop performance-based recruiting ads and screening/interview questions.</p>		<ul style="list-style-type: none"> ○ Reduction in sales to customers frustrated by high sales turnover