

Strategic Selling Blue Sheet

Miller Heiman Strategic Selling Framework | 8 Canonical Sections

1. Single Sales Objective (SSO)

Account Name		Opportunity Name	
Single Sales Objective			
Revenue Value (\$)		Target Close Date	
Current Position (-5 to +5)		Sales Funnel Stage	
Sales Rep		Date Prepared	

2. Buying Influences

Role	Name / Title	Degree	Response Mode	Win-Results (Biz)	Win-Results (Personal)	Rating	Access	Info Needed
Economic Buyer								
Economic Buyer #2								
User Buyer #1								
User Buyer #2								
User Buyer #3								
Technical Buyer #1								
Technical Buyer #2								
Coach #1								
Coach #2								

3. Red Flags

#	Red Flag	Linked Buyer	Severity	Impact	Mitigation	Owner	Due	Status
1								
2								
3								
4								
5								
6								

4. Strengths

#	Strength	Linked Buyer	Level	How It Helps	How to Leverage	Owner	Action	Status
1								
2								
3								
4								
5								
6								

5. Ideal Customer Criteria

Rate -5 (major gap / deal risk) to +5 (strong match / competitive advantage). 0 = neutral.

Criteria	Your Ideal	This Opportunity	Rating (-5 to +5)	Gap / Strength	Evidence	Mitigation
Industry / Vertical						
Company Size (Revenue)						
Company Size (Employees)						
Geographic Fit						
Budget Available						
Decision Timeline						
Technology Stack Fit						
Business Problem Severity						
Competitive Landscape						
Strategic Value						

6. Competition

Competitor	Key Strengths	Weaknesses	Buyer Perception	Our Differentiation	Strategy	Threat
Competitor 1						
Competitor 2						
Competitor 3						
Status Quo (Do Nothing)						
Internal Build						

7. Unknowns (Information Gaps)

Every unknown is a risk. List what you don't know but need to find out before advancing the deal.

#	What We Don't Know	Why It Matters	Who Can Tell Us	How to Find Out	Owner	Due	Status	Resolution
1								
2								
3								
4								
5								
6								

8. Action Plan

Best Action Commitment	<i>The best realistic outcome from the next buyer interaction.</i>
Minimum Acceptable Action	<i>The minimum to keep the deal moving. If you can't get this, reassess.</i>

#	Action / Next Step	Owner	Target Buyer	Expected Outcome	Due	Status	Result	Follow-up
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

Buyer Response Modes Reference

Identify each buying influence's mode to choose the right selling strategy.

Mode	Buyer's Perception	How to Sell Into It	Strategy	Watch Out For
Growth	Gap between current and desired state. Receptive to change.	Align to growth goals. Quantify upside. Show ROI.	Move quickly. Paint the vision.	<i>Don't oversell. Stay focused on their goal.</i>
Trouble	Something broken or at risk. Feels urgency.	Lead with cost of inaction. Show speed to value.	Emphasize urgency and risk.	<i>May act impulsively. Guide the process.</i>
Even Keel	No gap. Satisfied with current state.	Create awareness of unseen gap. Use data and peer benchmarks.	Plant seeds. Build case over time.	<i>Hardest to move. Requires patience.</i>
Overconfident	Believes things are better than they are.	Introduce third-party data. Let them discover the gap.	Use social proof. Ask discovery questions.	<i>Direct challenge increases resistance.</i>

Win-Results by Buying Influence

Map both Business Results (company gains) and Personal Wins (individual gains) for each influence.

Influence	Name / Title	Response Mode	Business Result	Personal Win	Evidence	Alignment to SSO	Priority
Economic Buyer							
User Buyer #1							
User Buyer #2							
User Buyer #3							
Technical Buyer #1							
Technical Buyer #2							
Coach #1							
Coach #2							