



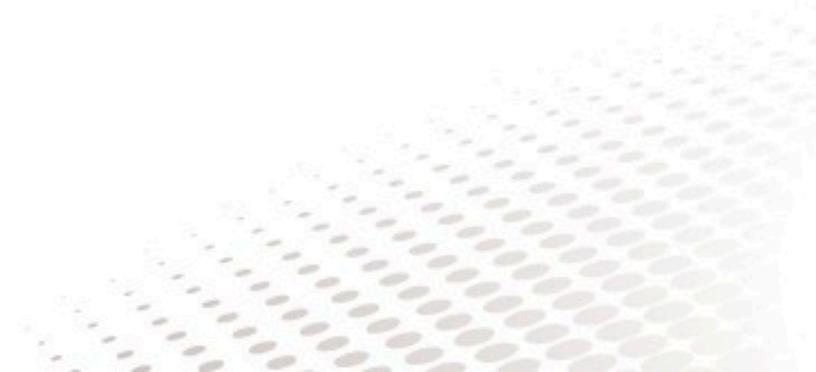
CONNECTS ON SALES

A SALES WORKSHOP

February 1, 2018

Achieving Sales Results, LLC

Improvising the Office, LLC



Target Audience

- Start-ups
- Smart people with an idea
- Early stage companies trying to grow
- Companies trying to figure out why they can't sell
- CEOs who think they can sell, but not sure why they haven't

Agenda

- How to get your first customer
- The importance of a reference
- Hiring a salesperson
- Managing a salesperson
- Getting in the door
- Closing the sale
- Questioning techniques
- Setting sales goals



Finding Your First Customer

- Early adopter
- Experimental – proof of concept
 - Collaboration with potential customer*
- Beta test
- Your product or service solves a problem they can't solve themselves
- Local
- No initial billing – will cover later
- Know somebody who can get you in

Your First Customer

- Solving business problems
 - List the problems your product or service solves
 - Explain how it solves them
 - Focus on industries or companies that have these problems
 - Bring a brick*
- Special arrangement (no initial billing)
 - Make a deal for no initial revenue, but it will kick in later
 - Be tenacious – onsite frequently – checking on progress
 - Deal broadly with more than one contact
 - Be sure to get their permission to be a reference if it works

The Value of the Reference

- Nurture the reference
- Try not to overuse
- Treat them well – thank yous, holiday gifts, etc.
- Determine if they really do speak well of your company – How?
- It would be great if they are well known and prestigious
- Make them aware of the second and third customers

Hire your first Salesperson

- What to look for:
 - Track record – quota %, size of quota, consistency
 - Compare what they sold to what you are selling
 - Between 5-15 years sales experience
 - Passion for selling; Assertiveness
 - Can they convince you?
- What to avoid:
 - Too many jobs (more than 2 per year)
 - Unknown companies
 - Poor references
 - Must understand start-ups

Your first salesperson

- Where to find them:
 - Your industry
 - Through trusted advisors
 - Networking sessions
 - Employed at competitors
 - Local universities
 - Referred by Private Equity companies
- How to hire them:
 - Trial basis (“Hire slow, Fire fast”)
 - Small salary, big potential commission
 - Equity

Manage your salesperson

- Set specific, measurable, achievable goals
- 90 days, 180 day goals
- Provide proper training and orientation
- Put yourself in their place – would you work under those conditions?*
- Constant conversation, but give them rope (do not micromanage!)
- Be flexible in changing goals if you over estimated results
- But expect progress

Getting in the Door

- Must find an area of need for the prospect
- Must solve a problem they currently have
- Research and probe – use LinkedIn to ask people at the company what business problems they have
- Select the right level and role
- Write an email that identifies their “problem” – ask for verification
- Explain your solution
- Do not describe the size of your company initially – solve their problem first and then the size of the company will be less important

Getting in the Door

- Within a week of email, call on the phone
- Initially do not leave a message; call the next day
- Third try – leave a message – be brief
- If after 2-3 weeks, go on to someone else at the company
- Try going to the CEO's administrator and befriending them
- Try getting a referral from someone to get in the door
- Be persistent, keep trying
- Call at different times of the day – 7:30AM or 6:30PM at night
- Rehearse your opening many times so it's smooth*

Closing the Sale

- Five steps of a sales call
 1. Opening, establish rapport
 2. Probing – asking good questions; determine need
 3. Solution presentation
 4. Asking how the solution impacts the business – nice to have or must have?
 5. Ask for the order – close
- Five qualifiers for an opportunity
 - Are you dealing with the decision maker?
 - What are the decision criteria?
 - Is there a good fit with our product or service and the problem?
 - Is there a budget to solve this problem?
 - What is the timing of your decision?

Questioning Techniques – An Exercise

- List examples of questions you might ask at the start of a first call on a new prospect selling your own product or service

Questioning Techniques – Two main types

- Situation Questions
 - Provide basic facts about the current situation
 - Give background details which help you judge where problems may exist
- Problem Questions
 - Ask about problems, difficulties or dissatisfactions with the current situation
 - Uncover needs

Questioning Techniques - Examples

- Situation Questions (Google Analytics consultant)
 - Are you using an analytics program now?
 - How are you using analytics now?
 - What have you tried before?
 - Who uses analytics in your department?
- Problem Questions
 - Are you satisfied with the integrity of your data now?
 - What are the disadvantages of not trusting your data?
 - Does the lack of a measurement strategy cause problems?
 - Listening techniques*

Questioning Techniques - Categorize

- Go back to your list of questions on the first call.
- Mark all examples of Situation Questions with an “S”
- Mark all example of Problem Questions with a “P”



Problem Development Questions

- Have these problems led to...?
- What's the impact of that on your business?
- What effect does that have on...?

- How are problem development questions important?
 - They are important when selling complex products and services
 - They help decision makers understand the size of the problem
 - They help to justify added value sales



Solution Development Questions

- Would it help if you had more qualified search traffic?
 - Why is that important to you?
 - What is the value to your business?
 - How else could our service help your analytics process?
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- **Why Use Solution Development Questions?**
 - They create a positive climate
 - They get the customer to talk about value and benefits
 - They move the discussion forward towards action and commitment

Sales Administration

- Track and measure your progress against goals
- Keep a pipeline – spreadsheet, CRM, Salesforce.com, etc.
- Track statistics over time
- Look at frequency of calls, emails, conversations, appointments, proposals and sales
- Communicate this information to the company
- Calculate commissions backwards

Sales Collateral

- Always too technical – two versions
- Work on verbiage to explain what you and your product does
- Design and print professionally
- Develop your branding and image
- Listen to what customers are looking for
- List the problems you solve
- Case studies, testimonials



Group Q&A