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?

• 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