

Successful Salespeople:

Think like a customer.

Think ahead and pull to control the buy/sell process.

Ask great questions.

Qualify early and often (yes++, no++, maybes--).

Use the right tool at the right time.

Buyer's Process | Seller's Process

Initial Interest	Initiate
Education	Educate
Transfer of Ownership	Validate
Rationalize	Justify
Decide	Close

Tool: Towards/Away

Find out if your buyers are moving TOWARDS something or AWAY from something when initiating the sales process. 70-80% of people or AWAY buyers.

Tool: Feature/Benefit/Value

Present the Feature, Benefit, and the Value. The Value portion is often forgotten but it is the key buying reason for the Business Buyer (aka Russians/Greeks).

Tool: Cause/Effect

In the education phase, get to the split early. Find the motivation of the business case buyer by asking *cause* questions. Find out the effects or needs of the user buyer by asking *effect* questions.

Tool: Three Languages

Speak the right language to the right buyer. There are three levels of buyers and they each have their own language and interest:

- Executives (Greeks) - Market Size/Market Share - business buyers
- Vice Presidents (Russians) - Revenue/Cost - usually business buyers
- Managers (Spanish) - Features/Functions - usually user buyers

What language do you speak if multiple levels are in the same room? Default to the most senior member's language but it's ok to speak Russian as most Greeks are fluent.

Tool: ValueStar

To sell effectively you must sell **Value** (or money). Greeks and Russians are greedy and want a return on their investment, not to break even.

There are five ways to create value:

- ROI
- Risk
- Time
- Brand
- Leverage

Tool: TimeZones

Past (Restorative)	Russians/Greeks (Business Buyers)
Present (Opportunistic)	Spaniards (User Buyers)
Future (Strategic)	Russians/Greeks (Business Buyers)

When selling **Value** speak in the right **TimeZone**. What you present and the questions you ask should be in the proper tense based on the audience of the person you are speaking too.

Tool: 30 Second Speech

This tool is used to begin a prospecting sales call and initiate the sales process, it follows this structure:

0. Pre-Intro

- Find out if it is a good time to talk
- Use a reference if you have one
- Use your homework

1. Introduction:

Good Morning, Mr. Smith. My name is Bob Cook. I'm a salesperson with CROMetrics.

2. About Us (use three points)

- We are the leading..*
- We provide the...*
- We also help...*

3. Bridge Phrase (use three questions)

Many question we get from VPs like your are:

- Is there a way to...*
- Can you reduce..*
- How can I speed up...*

Tool: 30 Second Speech (cont)

4. Summarize and Flip

Before we get into these questions, Mr Smith, what are the issues and questions...

Before the call remember to do your homework on the prospect and speak in the right language, timezone, and don't forget to sell value.

Tool: Ask/Tell/Ask

This tool turns the standard educational sales call on it's head and into a validation call.

20-30 minutes: Ask questions about what they want to discuss

5-10 minutes: Tell them what you do and how you can help them

10-20 minutes: Ask them what you both have said, agree, then SBP

Tool: Summarize/Bridge/Pull

The SBP tool is how you end **every** call and address whether to continue the Buy/Sell process.

1. Intro

We accomplished a lot today Mr. Smith.

2a. You

You said you wanted...

2b. I

We discussed how we might be able to help...

3. Bridge

Do you agree?

4. Next Steps

Great. As a next step we should sit down and...

It's very important to use this at the end of every call and to stay in control and set the next steps. Do not let the prospect set the next steps as it puts the control in their hands.

Tool: 20-Second Help Speech

A simple speech used for voicemail (or possibly email).

-Intro

-Ask for help

-Request action

Hello Mr. Smith, my name is John Potts and I work for CROmetrics, and I could really use your help. Please give me a call back at 555.555.5555

When they call back, tell them what you do but then ask who would be responsible for this in their company. This is also a great time to use a reference if you have one.

Tool: 30-SS: Second Call and Beyond

First Speech

All Other Calls

-Intro

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First Speech

All Other Calls

-Intro

-Intro

-About Us

-Last time we talked...

-About Them

-Your Agenda/Concerns/Issues were...

-Summarize & Flip

-If good meeting today, Next Step

Tool: GAP Chart

Ask questions to find gaps business buyers are having reaching important goals. If the prospect is projecting to be short 5% on a very important goal and you can help fill the gap, you are gaining a competitive advantage and delivering value.

Tool: SalesMap

A SalesMap is a document that is updated throughout the sales process that outlines what steps:

- have already been taken,

- do you still need to take, and

- does the prospect still need to take.