

Selling to Companies Who Don't Know You

How to get that First Meeting!

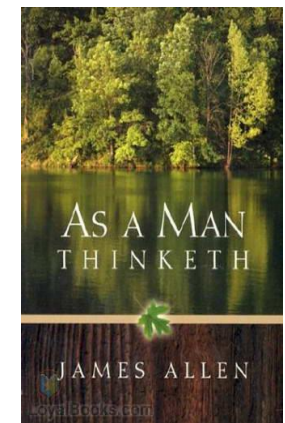
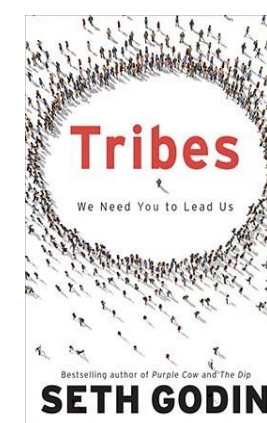
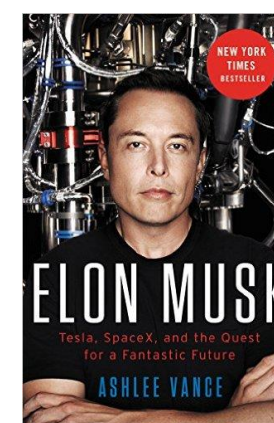
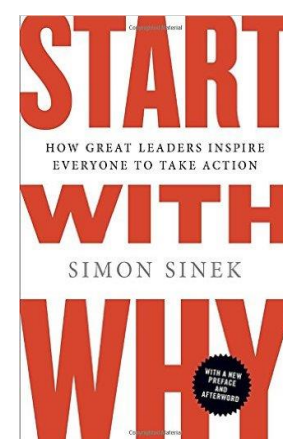
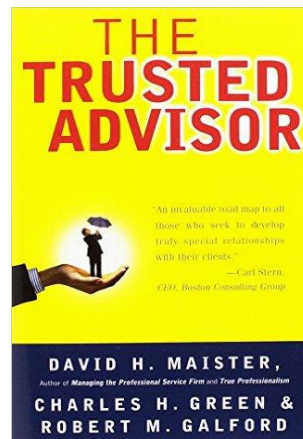
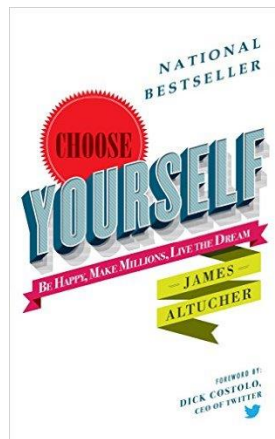
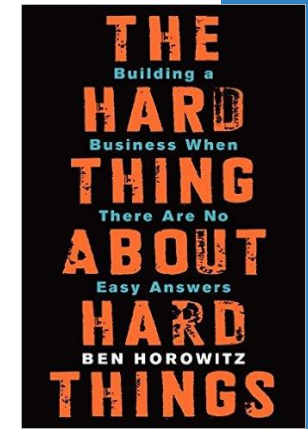
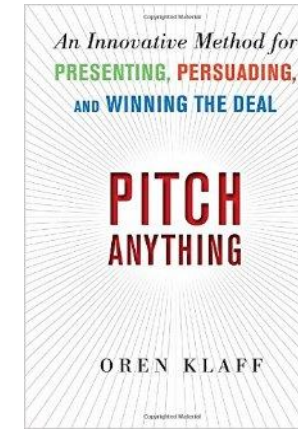
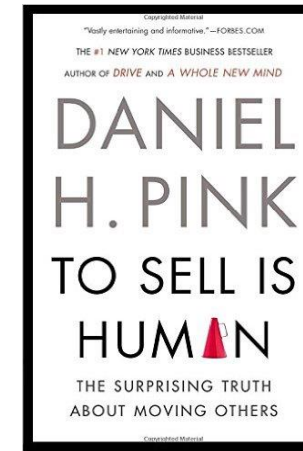
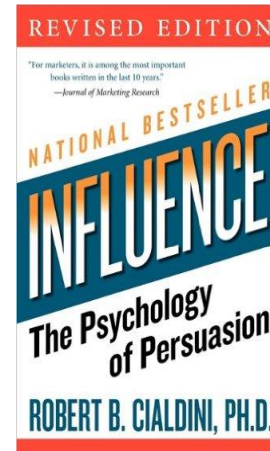
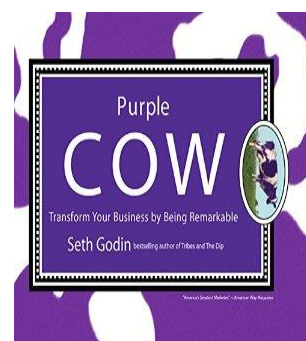
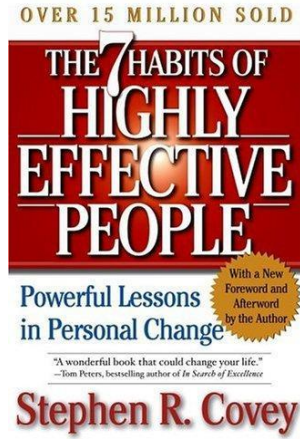
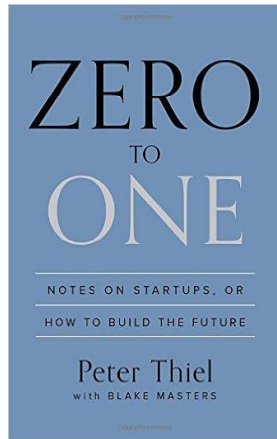
About Me

- 18 years of B2B Sales
- Many Mistakes / Few Great Successes
- I will share what works!
- Sales Hacks on BIGJUMP website
- Starting 3rd cohort for Sales Accelerator Program

Tonight's Slides

1. Go to www.bigjump.com.au
2. Click on Resources Section

My Reading List



Online Resources



What we will cover tonight

How to get the First Meeting

1. Starting Relationships with Customers
2. Your Barriers to Entry!
3. B2B Customer Journey
4. Steps to Achieve First Meeting
5. Proposal Structure
6. Warm Calling
7. First Meeting Agenda

1) How does a Relationship start?

- Mutual benefit
- Understanding
- Shared values
- Trust



2) B2B Barriers to Entry

- A. Senior Management is hard to reach
- B. Organisational Resistance to change
- C. B2B Relationships take time



A) Senior Management is hard to reach

- PA/Gatekeepers
- Too busy to answer calls
- Resistant to new introductions



B) Organisational Resistance to Change

- Organisations purchase out of habit
- Long term contracts are common
- Minor organisational change can be very expensive



C) B2B Relationships take time

- High upfront investment
- Long term ROI
- Easier to stay with you than to leave



3) B2B Customer Journey

1. Customer aware of Problem or Opportunity
2. Problem Solving Stage
3. Consensus on Solution
4. Filtering prospective vendors
5. Final negotiation and decision
6. Delivery





4) Steps to achieve first meeting!

1. Understand the B2B Customer Journey and Proposal Structure
2. Define your value proposition
3. Simple (email) and Complex (letter) introductions
4. ~~Cold~~ Warm Calling
5. First Meeting Agenda

5) Proposal Structure

- Bridge between customer and solution
- Applies to everything!
- Reversible



Proposal Structure

Slot/Section	Proposition
Situation	This is our understanding of your problem or opportunity
Objectives	Given that problem or opportunity, these are our objectives for solving or realising it
Methods	Given those objectives, these are the methods we will use to achieve them
Qualifications	Given those methods, these are our qualifications for performing them
Costs	Given those qualifications and methods, this is how much it will cost
Benefits	Given our efforts and their associated costs, these are the benefits or value that you will receive.

6) ~~Cold~~-Warm Calling 😊

- Put yourself in the customers shoes
- Focus on verifying the letter
- Be well prepared
- Summary of value proposition
- Invite to catch up for coffee to discuss further



7) First Meeting Agenda

- Primary focus is to **Understand** and **Build Relationship**
- Share value (White Paper, Case Study)
- Understand their challenges
- Understand “decision process”
- Ideally a set of actions to take next steps

Activity #1 Introduction Email (5 mins)

Draft your introduction email

Accelerator Program

- 3rd cohort starts 22nd June
- Steps needed for first meeting and building relationship
- 2 workshops
- 60 min mentoring session
- Weekly calls
- Facebook Group (closed)
- Social event at conclusion
- [Click here link for further details](#)



Q&A