

Sales Tips and Tricks for Startups

About Me

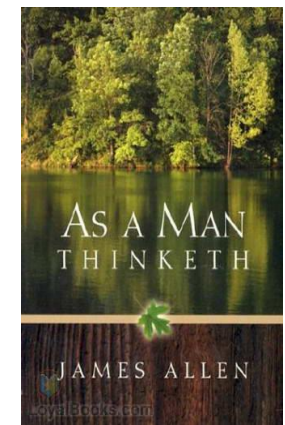
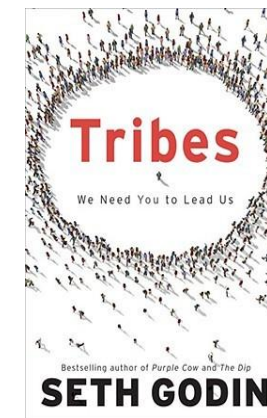
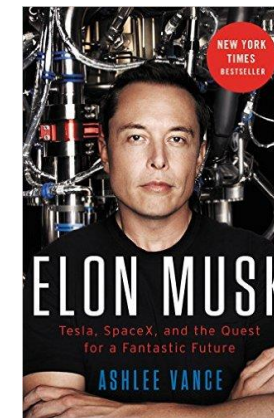
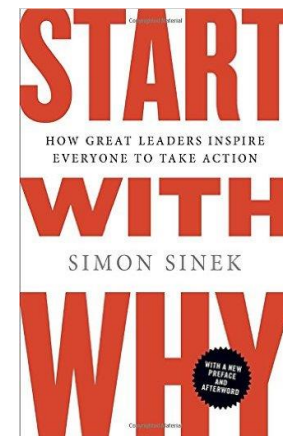
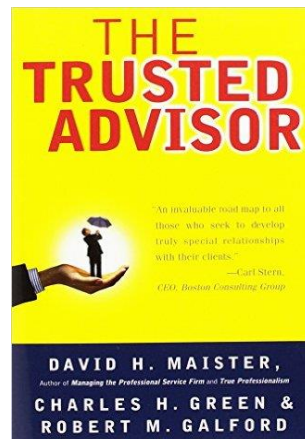
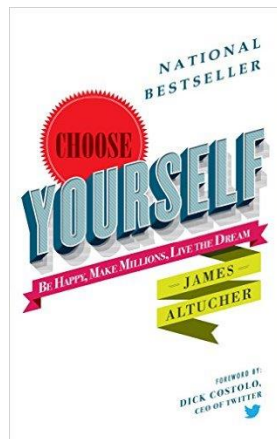
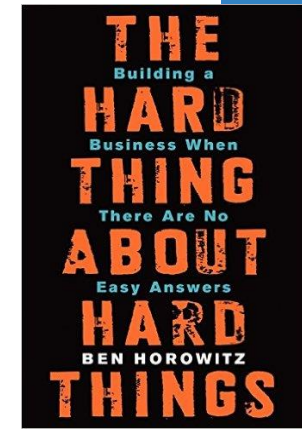
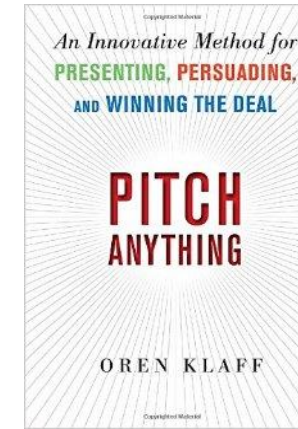
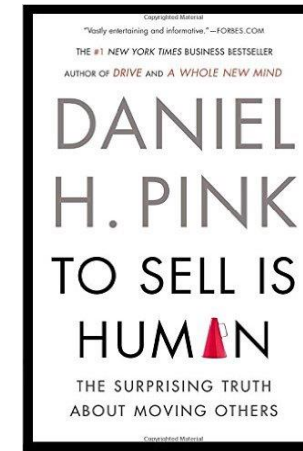
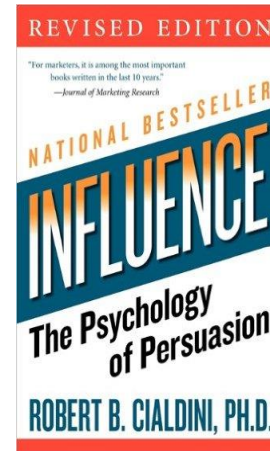
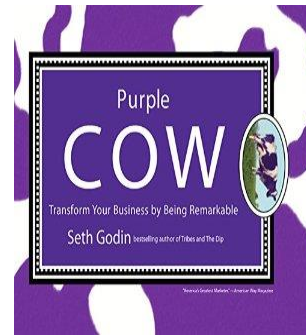
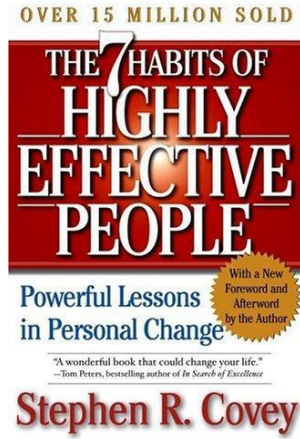
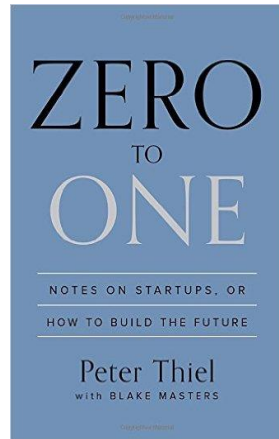
- 18 years of B2B Sales
- About \$30M in sales
- Many Mistakes / Few Great Successes
- I will share from First Principles

Today's Slides and Materials

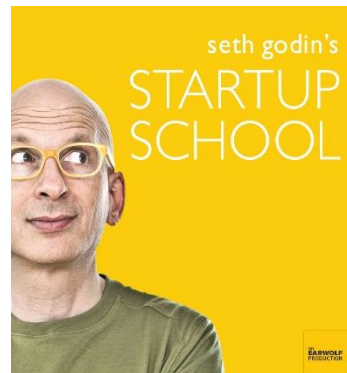
1. Go to www.bigjump.com.au
2. Click on Resources Section



My Reading List



Online Resources

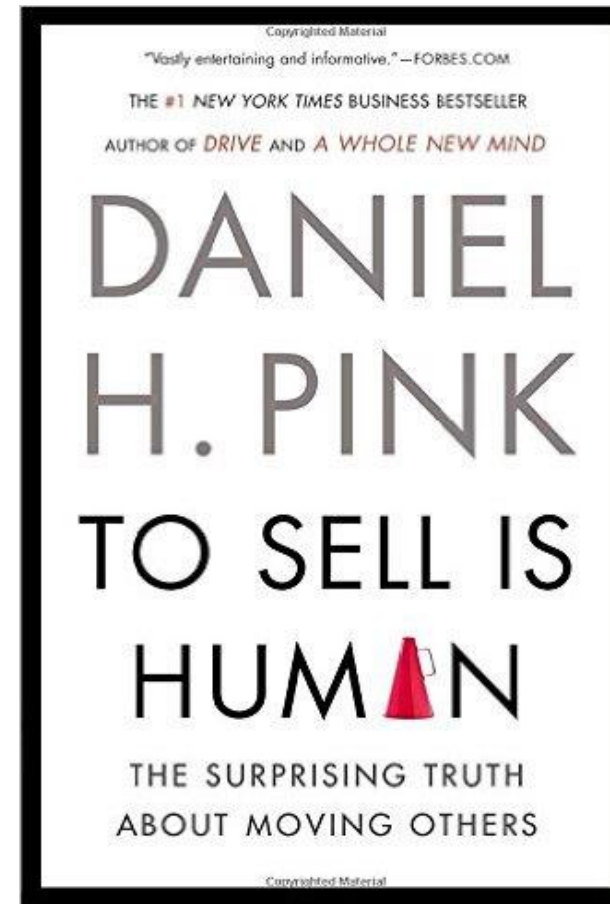
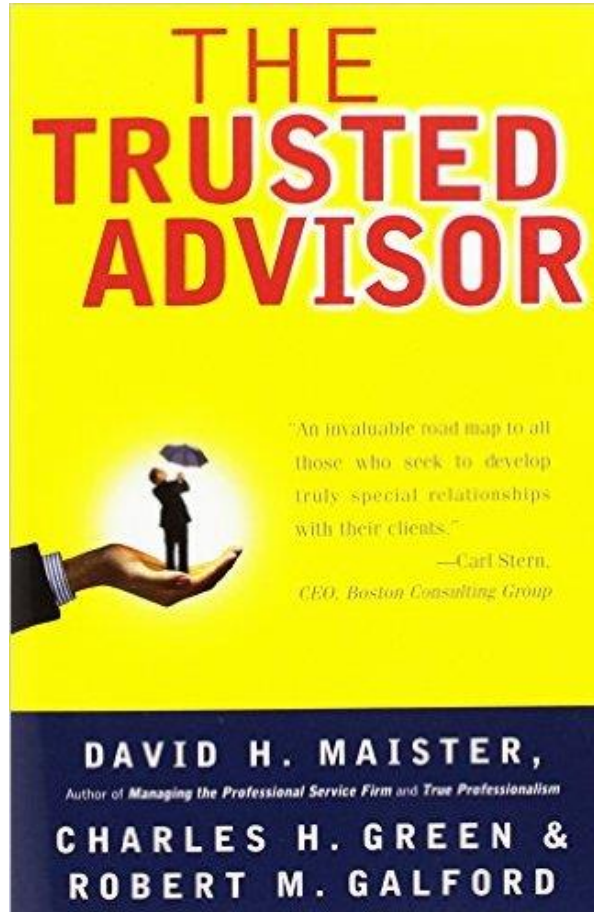


What we will cover today

1. Suggested Reading List
2. Researching
3. Prospecting
4. First Meeting
5. Proposal Stage
6. Managing Opportunities
7. Hiring Sales People
8. Closing



Suggested reading list



Researching

- LinkedIn – free version
- Google companies and government agencies
- Don't get a CRM. Use a spreadsheet.
- Target as high as you can go.

Prospecting

- Email template (download)
- Proposal Structure
- No pressure selling
- Aim for well-known brands first

First Meeting

- Focus on
 - building relationship
 - understanding problems
 - giving away value
- Agenda
 - Explain your value proposition in 20 seconds (simple version)
 - Give 2-3 examples of typical problems you solve
 - Get customer to share their problems

First Meeting (continued)

- **Ask the customer how they make decisions.**
- Talk less. Listen more.
- Step back. Allow the customer to move forward
- Discuss the problems the customer has
- Understand why they are meeting with you.

Proposal Stage

- Ask how mature their decision process is.
- Are you the cheap date?
- Reconfirm decision process.
- Avoid the **Valley of Death!**
- If unsure send proposal in *DRAFT* format.
- Make sure you work with a **Corporate Sponsor**

Managing Opportunities

- Following up
- Be objective and realistic
- Ignore the outdated *Sales Funnel* concept
- Worry about the macro – not the micro!
- Portfolio of Opportunities

Hiring Sales People

- Founders are best to sell their products:
 - Self-belief
 - Passion for your product
 - Confidence
 - Detailed understanding of the problems it solves
- Don't hire a sales person until you have successfully sold outside your personal network.
- Sales staff become invaluable after 3 years of selling a product.

Closing

- Should be easy!
- Corporate Sponsors are key
- Lead the customer, help them use their reasons govern the purchase timeframe.
- When you fail to sell, ask for feedback.
- Read Robert Caldini's book, Influence.

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