

Getting to Senior Management

And avoiding Gatekeeper Rejection!

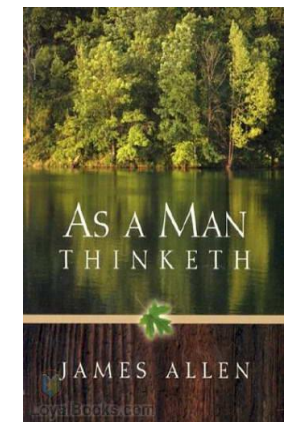
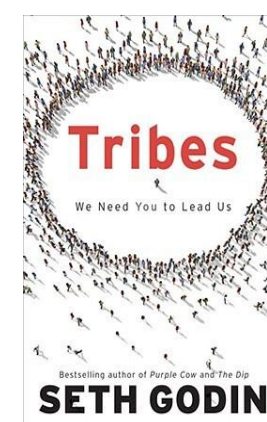
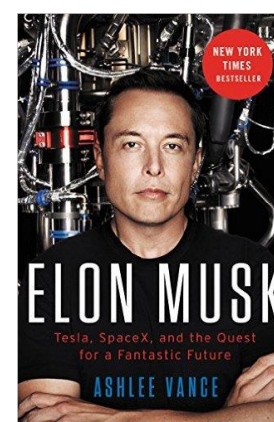
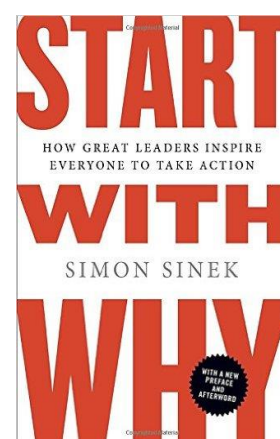
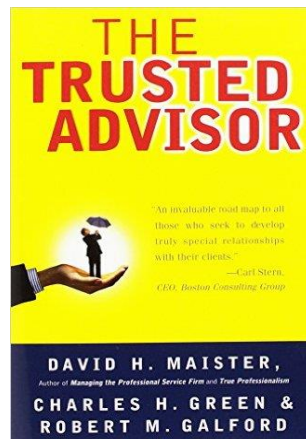
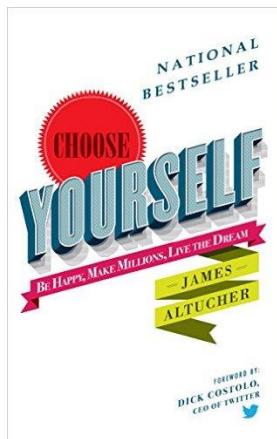
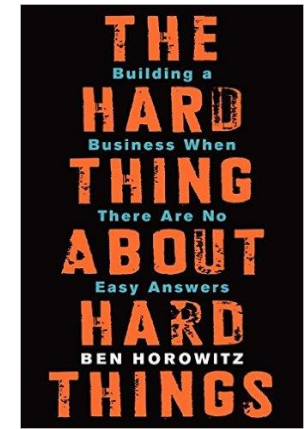
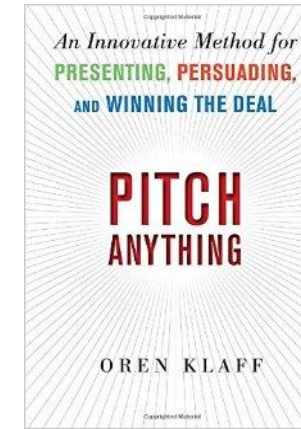
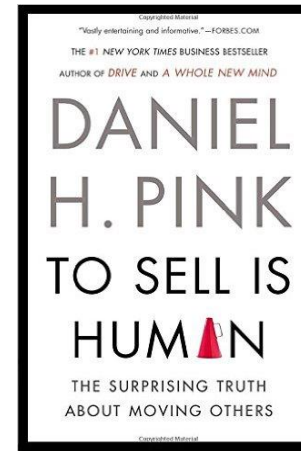
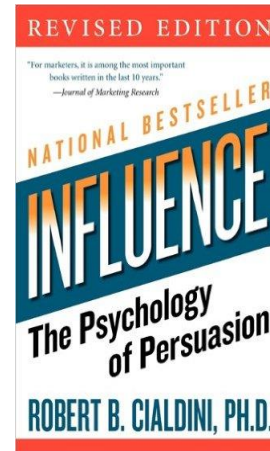
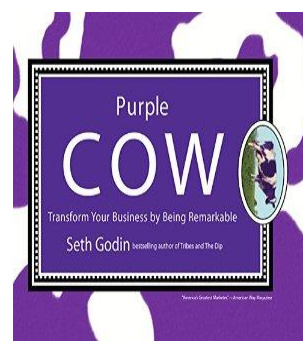
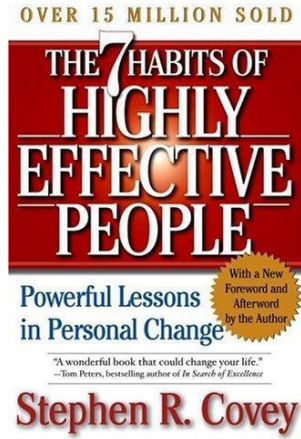
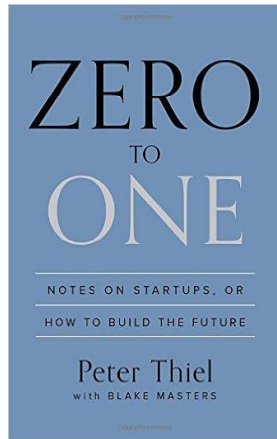
About Me

- 18 years of B2B Sales
- Many Mistakes / Few Great Successes
- I will share what works!
- Sales Hacks on BIGJUMP website

Today's Slides

- Go to www.bigjump.com.au
- Click on Resources Section

My Reading List



Online Resources



Today's Presentation

Part 1: The Sales Paradigm

Part 2: Tools to get your first meeting

Part 1: The Sales Paradigm

- a) The first meeting = relationship building
- b) Bypassing the corporate “auto-immune” response
- c) The first meeting’s “transaction”
- d) Customer Decision Process
- e) Proposal Structure
- f) Gatekeeper Management

a) First Meeting = Relationship Building

- **First date**
- B2B Sales require investment
- Seek first to understand this organisation, its culture and players
- Establish yourself as a “Trusted Advisor”
- More time...



b) Corporate auto-immune response

- **Companies reject unknowns easily – like a body's auto-immune response**
- Organisations prefer to buy from known suppliers
- Do your homework. Fit in.
- Do not appear as a “sales person”



c)The first meeting's transaction

- **My Census Fail Story**
- Transaction for the meeting
- Give value upfront
 - White Paper
 - Industry insights
 - Competitor information
 - Thought leadership



d) Customer Decision Process

- **Purchasing a car**
- Collaborative process
- Different roles
- You sell differently at different stages
 - Early Stage: **Easier**, Relationship, Understanding
 - Mid-Stage: **Tough**, Propose solution, validate experience/credentials
 - Later Stage: **High risk of failure**, Requires disruptive approach.



e) The 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.

f) Working with Gatekeepers

- **The top 3 questions**
 - Can I ask who is calling?
 - Have you met with him/her before?
 - Is he/she expecting your call?
- Sentinels v. Facilitators
- Ride the wave!



Part 2: Tools to get your first meeting

- a) Your value proposition
- b) Target audience and their personas
- c) Referral approach
- d) Email approach Letter approach
- e) Phone Call to gate keeper
- f) Template for first meeting



a) Your value proposition

- Define the value you bring – from the customer's perspective
- Under 30 seconds
- Explain it to your parents, kids without getting a puzzled look!
- Practice
- Refine



b) Target audience and personas

- Consider the following before you approach
 - Industry norms
 - Age group (Baby Boomer, Gen X, Gen Y, Millennial)
 - Cultural background
 - Organisation culture
 - Organisation size
 - Their role
 - How long they have been in the role



c) Referral approach

- Phone call
 - First your name and company
 - Second NAME (that they know) suggested I contact them
 - (let this sink in)
 - Explain why you want to meet
 - Propose a date 1-2 weeks ahead
 - Ideally coffee meeting



d) Email/Letter approach

- Two options
 - Formal PDF letter (very senior, large company)
 - Simple email (middle manager, likely to meet with them directly)



e) Phone call to the gatekeeper

1. Call organization switch
2. Request to be transferred to X's PA
3. Explain you have a letter to send through to X
4. Ask if you can send directly as a PDF in email
 - They will give you their direct email or generic company email
5. Ask when they think X will have a chance to read
6. Say you will call them 2 days after they read it
7. If you are feeling lucky – if the feedback X is positive you would like to book a 20 min appointment in 2 weeks.



f) Template for first meeting

- Our organization is [SIMPLE DEFINITION]
- We work with [CUSTOMERS] to help them solve [DEFINED PROBLEMS]

OR...

- Here are 3 examples of what we typically help our customers with
 - Problem 1 + Example of how we solve it
 - Problem 2...
 - Problem 3...
- Do any of these problems resonate with you?



Next Steps

- Launching **Starter Blocks** in next 2 weeks
 - Online Training (30 x 10-15 mins training blocks)
 - Templates, Examples and Guides
 - Email Q&A
 - Coaching phone call
- Looking for beta users

Q&A