



Answering Your Questions

The following questions were posted prior to the Meetup to address the question, ***“What are your biggest sales challenges you are seeking to solve?”***

1. **“How to approach to the decision makers.”**
 - Refer to this presentation
2. **“Getting the product in front of the decision maker.”**
 - Biggest danger is taking product to customer too early, or before they have articulated the problem. If you do, it just become another boring demo that goes nowhere.
 - First need to build common ground on the problem they are seeking to solve. Then using the “proposal structure” link through to your product.
3. **“Alerting potential B2B clients about my SaaS”**
 - For early stages: focus on building your first 10 customers. Have them pay for the product and they will guide the product roadmap.
 - Mature Stages: Or ask current customers, what jobs are you seeking to get done, by hiring my product?
 - Once you understand the root causes, of customer value – use that to strike up conversations with potential clients
4. **“Motivation”**
 - Understand that the survival of your business is convincing others to pay money to use your product. If you cannot achieve this, there is no long term future for your startup.
5. **“Product fit, regulatory, marketing know-how”**
 - Consider what problem are your customers hiring to solve?
6. **“prospecting new clients and closing sales”**
 - Covered in this presentation.
7. **“Articulating our offering. We can do it well but it doesn’t always translate.”**
 - Review your offering against the Proposal Structure
 - Develop stories or case studies around your product
 - Make sure your presentations are engaging, that your customer is speaking more than you.
8. **“Helping the Customer to Decide”**
 - First verify what is driving their problem
 - Second link their problem, to what your product/service does
 - Third get them to confirm when they want the problem addressed
 - Fourth, work backwards from the delivery to contract and agreement
 - Refer to Proposal Structure
9. **“Get into the Market”**
 - Read “Tribes” by Seth Godin