

Non-Pressure Closing Strategies For Startups!

About Me

- 18 years of B2B Sales
- Many Mistakes / Few Great Successes
- I will share what works!
- Check out what BIGJUMP does on our [website](#).

Today's Slides

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

Today's Presentation

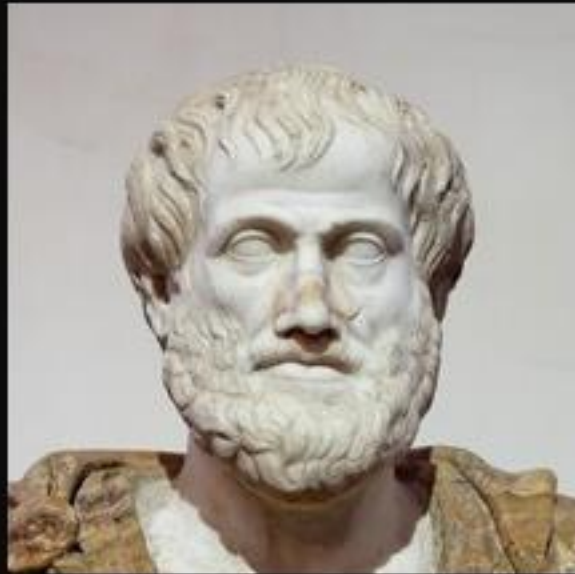
- 1) Misconceptions on Closing**
- 2) Changing the paradigm**
- 3) Jobs Theory**
- 4) Using Customer Timeframes**
- 5) Group Exercises**
- 6) Examples of Application**

1) Misconceptions

- Uncomfortable
- Coercive
- Closing is the final step



Use their Reasons!



The fool tells me his reason; the
wise man persuades me with my
own.

~ Aristotle

Understand their Reasons

- Reason for meeting you
- Motivation to solve the problem or opportunity
- “Job” are they looking to hire? (explain shortly)
- Timeframe for realizing the benefits
- Process for making decisions



Jobs Theory Explained

- **Knowing what job the customer is hiring to get done**
- Don't think about the product
- Instead focus on the variety of options customers have to hire that job to be done

Example

- In order to propose to be married, what job would I hire?

Engagement Proposal 1



Engagement Proposal 2



Engagement Proposal 3



Engagement Proposal 4



Engagement Proposal 6



Using Customer Timeframes

- 1. Confirm when they want to realise the benefits**
- 2. Work backwards:**
 1. Confirm price and product
 2. Sign off on Proposal
 3. Delivery
 4. Training and Implementation

Group Exercise

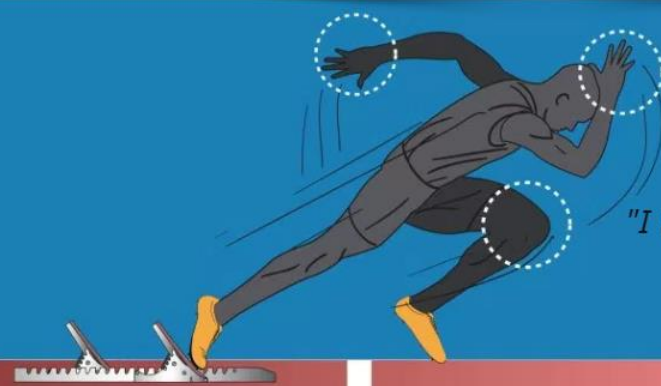
- **SAAS product**
- **Advertising**
- **Consulting**
- **Consumer Product (Speakers for iPhone)**



Next Steps

- **Free 15 min phone call**
- *Help solve your individual closing strategies*
- *Email: paul.davies@bigjump.com.au to book a time*

What is BIGJUMP up to?



"I struggle to break into new organisations"

"Getting past the gate keepers is really hard!"

"I feel weird approaching a complete stranger to sell my services"

"Closing deals is not as easy as it seems!"

Is B2B Sales a painful experience for your Small Business or Startup?

What you get

1. Online training designed for non-sales people!
2. Each training course includes Templates, Examples and Notes to execute your sales faster
3. For more challenging problems, you get up to 7 interactions each month
 - o Q&A: Ask a specific question by email. Receive a detailed response with context, examples and notes
 - o 1-on-1 phone call (15 mins) with a mentor to help diagnose sales problems

Price

Introductory price of \$95/month (standard price: \$295/month)

Subscribe now to be part of our limited **Phase 1** launch



Paul has 18 years of enterprise sales experience across Enterprise and Government clients in Australia, NZ, Asia and the Middle East.

He also has 4 years experience in mentoring startups and has sold approximately \$30M in products and services.

Paul Davies [in](#) [m](#)



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Q&A