

Make a better impact with your first meeting with customers!

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 Presentation

1. Purpose of First Meeting
2. Proposal Structure
3. First meeting agenda
4. Advice/Suggestions...

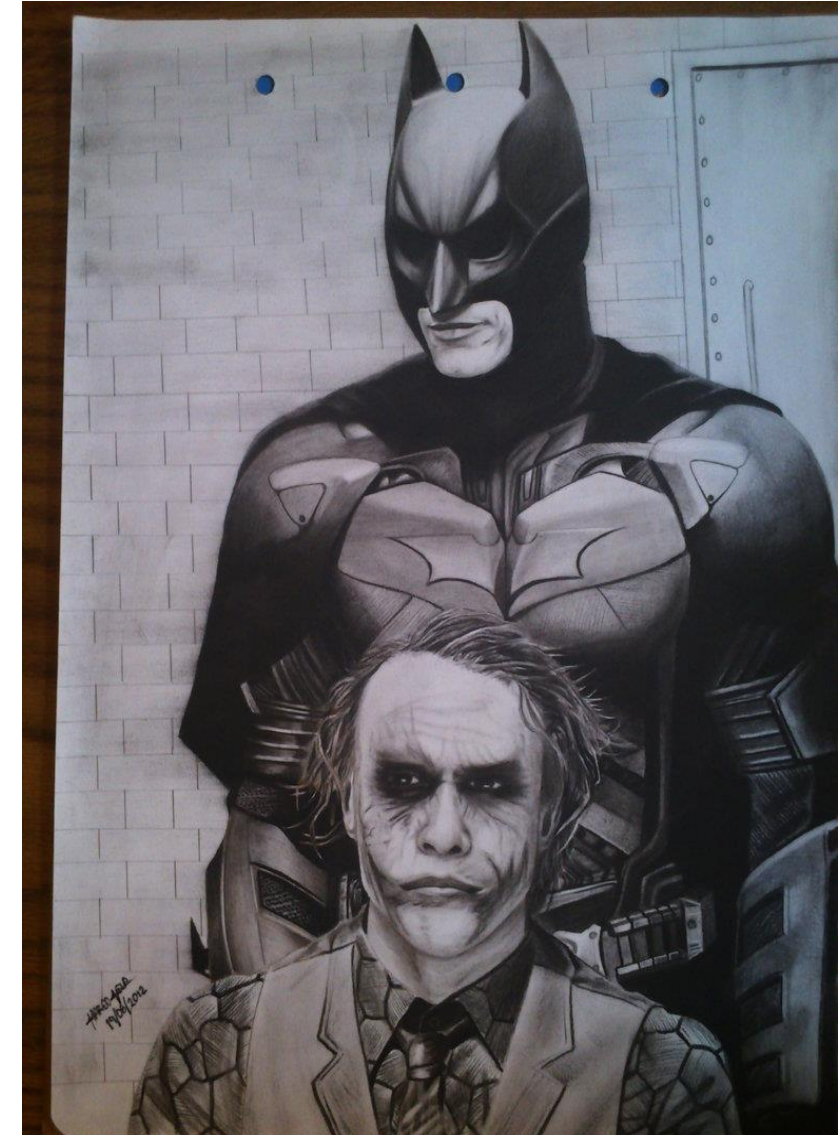


1) Purpose of First Meeting

1. Build Relationship; and
2. Deliver an appealing message

...can this be very difficult?

By the end of the meeting you need to build a strong relationship of trust!



2) Proposal Structure

- Six Steps
- Build a bridge from
 - Current Situation; to
 - Desired Destination
- Reversible
- Highly applicable.



Proposal Structure

- 1. Situation**
- 2. Objectives**
- 3. Methods**
- 4. Qualifications**
- 5. Costs**
- 6. Benefits**



Proposal Structure (Example 1)

1. **Situation** - *Challenges from the resources sector.*
2. **Objectives** *Share valuable insights*
3. **Methods** *Share White Paper*
4. **Qualifications** *Our industry experience.*
5. **Costs** *30 mins coffee meeting.*
6. **Benefits** *Valuable insight.*

Proposal Structure (Example 2)

- 1. Situation** – Incumbent accounting system not adaptable. Impacts growth.
- 2. Objectives** How *Alpha Accounting package* will help.
- 3. Methods** Propose a short proof of concepts – run in parallel and compare the outputs of old and new.
- 4. Qualifications** 5 references of similar customers
- 5. Costs** \$40k initial PoC. Full implementation \$280k.
- 6. Benefits** Better insights. More market. Millions! (define)



First Meeting Agenda

1. 1-2 sentences about your company (definition)
2. Provide at least 3 examples of problems you solve
3. Question: do any of these relate to you?
4. Listen
5. Take your time. Build solution with customer.

First Meeting Agenda

1. Definition: **We help organisations better manage their social media and branding.**
2. We typically help with the following :
 - A. Gearing for a new product launch.** Align with your marketing and product experts. Best outcome.
 - B. Manage Bad Publicity.** We have a ready-made plan that can be tailored to most situations.
 - C. Develop your Strategic Social Media Roadmap.** Help your social media plan to be aligned with company strategy/agenda.
3. Question: do any of these relate to you?
4. Listen
5. Take your time. Build solution with customer.

Advice

1. Don't forget single most important question!
2. Involve stakeholders
3. Understand their motivation
4. Build common understanding of what needs to be done, how and by when
5. B2B sales is long term



Next Steps

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

Starter Blocks



"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](#)



REGISTRATION

Name

Organisation

Phone number

Email

SUBSCRIBE & PAY

Q&A