

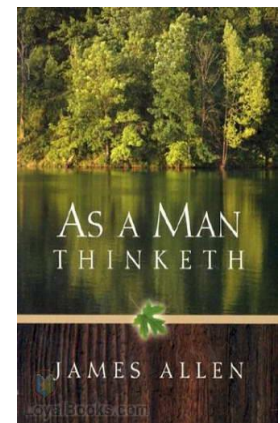
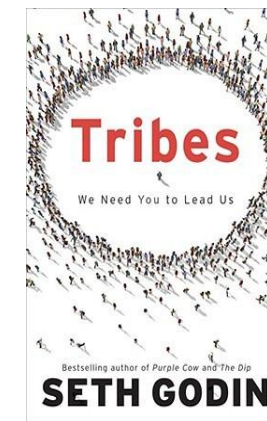
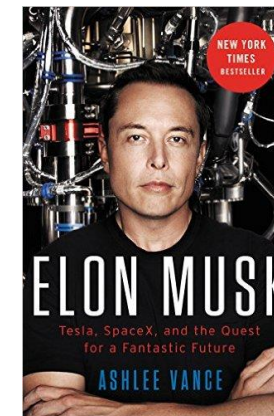
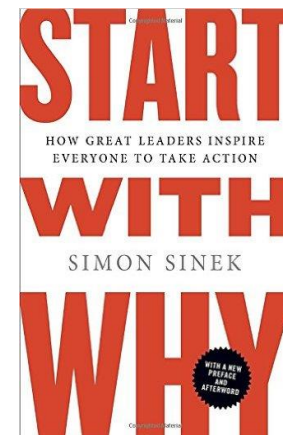
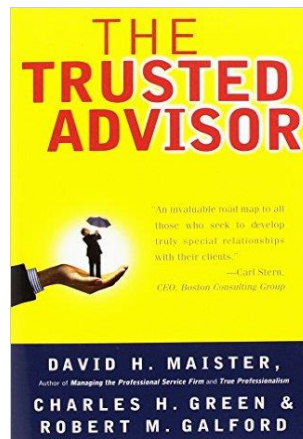
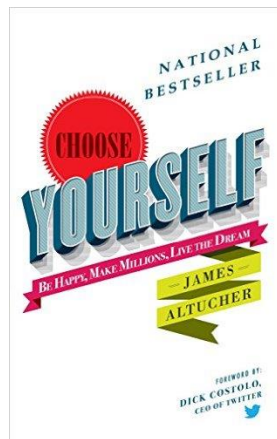
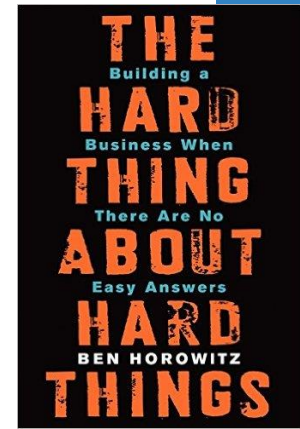
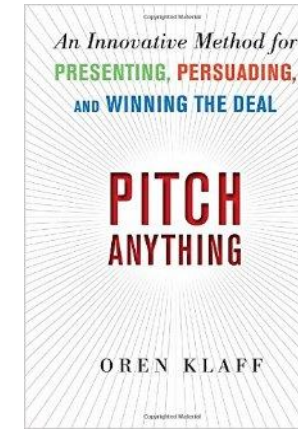
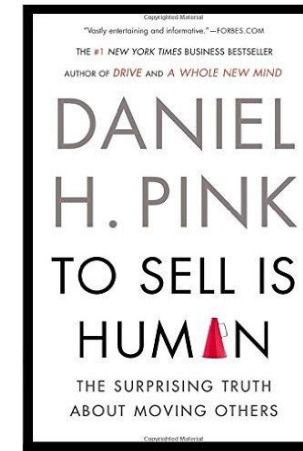
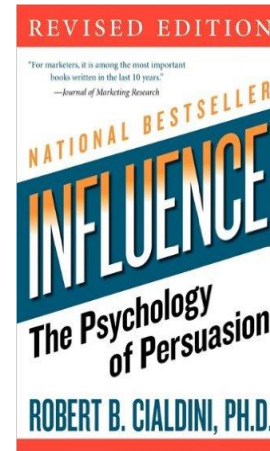
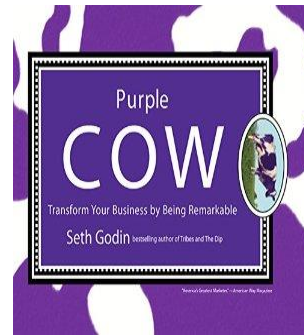
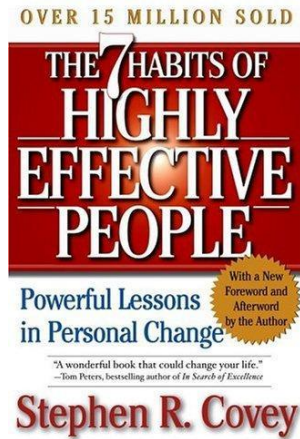
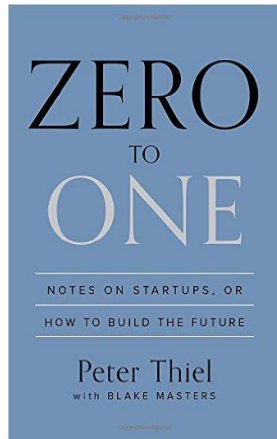
# Navigating your Sales Proposal through ***COMPLEX ORGANISATIONS!***

# About Me

- 18 years of B2B Sales
- Products & Services
- Continuing to learn and develop
- Many Mistakes and Successes



# Suggested Reading List



# Free Online Resources





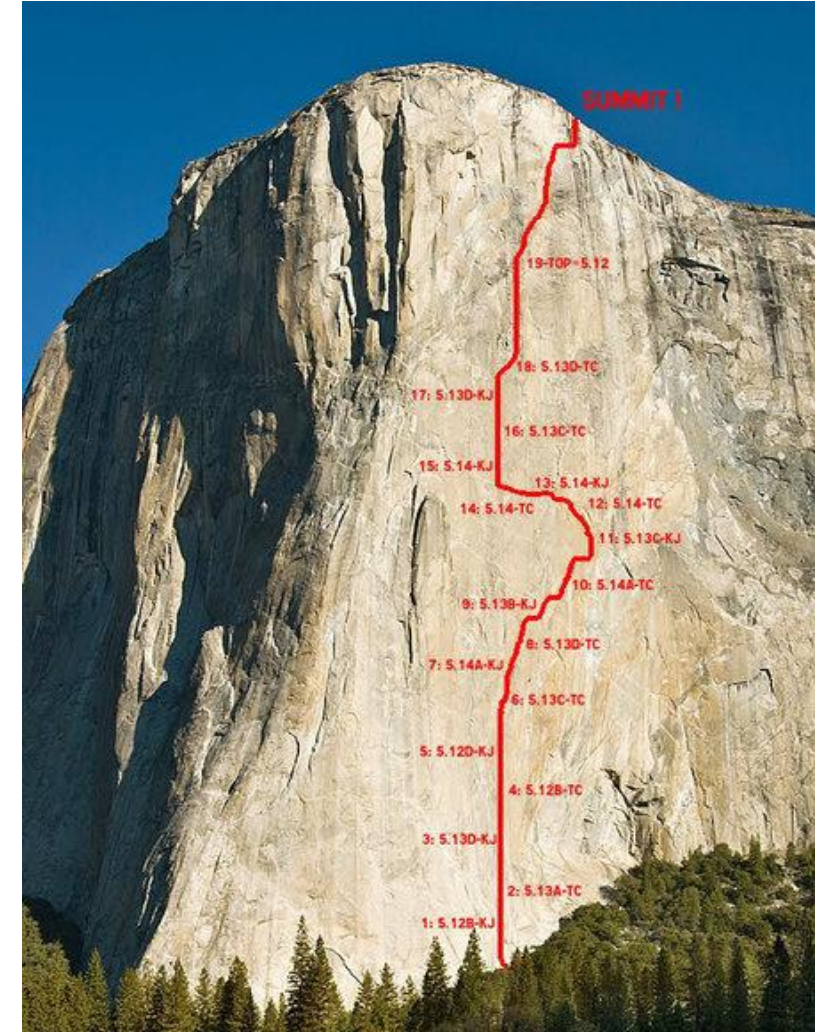
# Today's Agenda

1. Why is B2B sales difficult?
2. Key Takeaways
3. Personal Stories



# 1) Why is B2B Sales Difficult?

1. "Radio silence"
2. Decision Roles
3. Risk aversion & Inertia
4. Emotionally Draining



# Radio Silence

- Most important question
- Expect delays
- Empathy





# Decision Roles

1. Business Driver
2. The Approver
3. The Evaluator
4. The Champion (or Coach)
5. The Domino





# Risk Aversion & Inertia

1. Courier Mail rule
2. Authority to say **no**, but not **yes**
3. Career limiting decisions
4. Culture



COMPUTER SAYS NO

# Emotionally Draining

1. First meeting usually good
2. Slow down
3. Failure of commitments
4. Vendor attitude



# Key Takeaways

1. First meeting: most important question
2. Maintain Relationship
3. Start Small
4. Provide Value
5. Build a Portfolio
6. Their “Value Timetable”





# Story #1: Volvo Mack Truck



# Story #2: Kids Helpline



# Story #3: Commerce QLD





# Story #4: QLD Rail



# Story #5: QLD Gov Agency



**Queensland  
Government**

# Story #6: Major Retailer

- 600 stores.
- 3.2B/year.
- 5 major brands.





# Summary

1. First meeting: most important question
2. Maintain Relationship
3. Start Small
4. Provide Value
5. Build a Portfolio
6. Their “Value Timetable”



# Next Steps

- **Free 15 min phone call**
- *Help solve your individual selling strategies*
- *Email: [paul.davies@bigjump.com.au](mailto:paul.davies@bigjump.com.au) to book a time*

# Accelerator Program

- Starts **9<sup>th</sup> October**
- Steps for first meeting
- Building relationship
- 2 workshops
- 60 min mentoring session
- Weekly calls
- Facebook Group (private)
- Social event at conclusion





# Starter Blocks

- What we have learnt
  - Sales is hard!
  - Sales success is a journey
- Need for ongoing coaching and training
- Affordable
- Flexible approach
- Check out [www.starterblocks.com](http://www.starterblocks.com) !

# Q&A