

Selling to Companies who don't know you

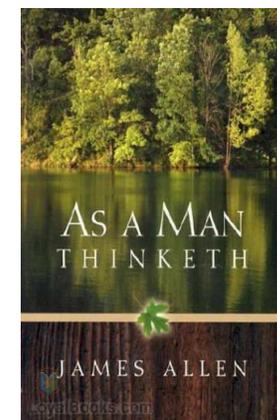
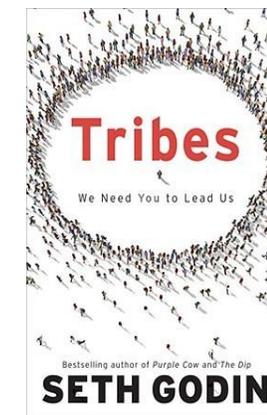
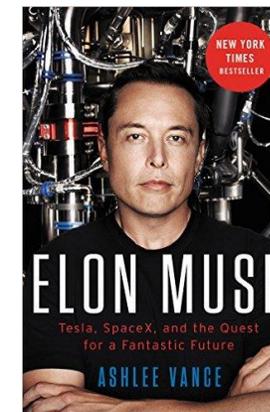
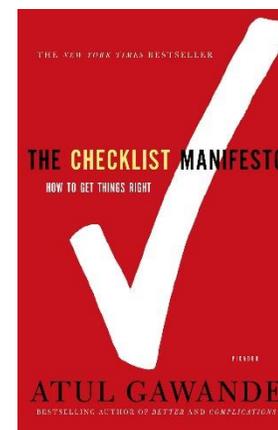
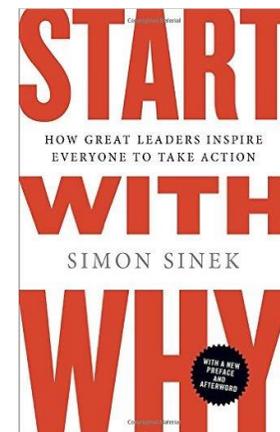
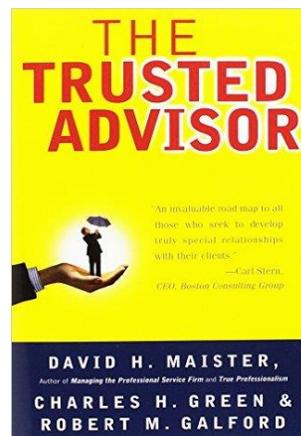
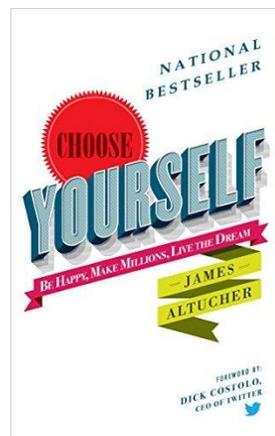
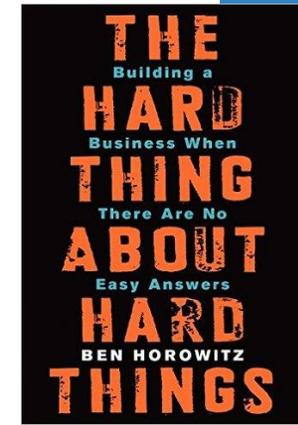
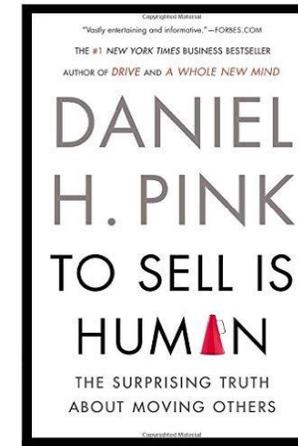
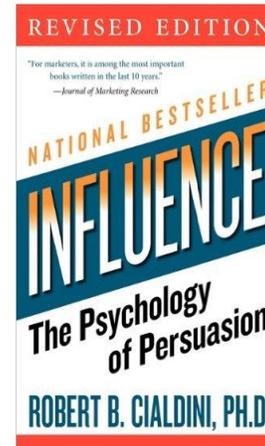
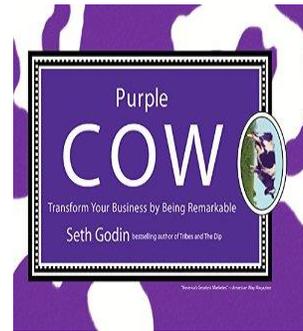
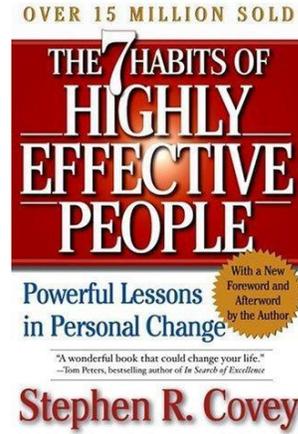
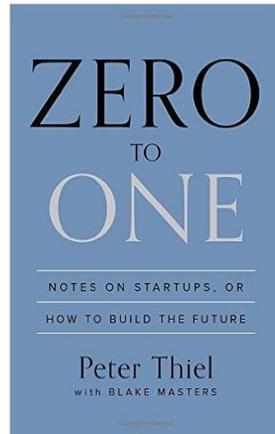
How to get that First Meeting!

About Me

- I am a sales guy
- 18 years in sales
- Heaps of mistakes and a few good successes
- There are multiple approaches to B2B selling
- I will share what works for me



My Reading List



Online Resources



Your Investment in tonight

- Presentation and discussion
- Content available to download
- Sales = Hard Work



B2B Barriers to Entry

- a) Senior Management is difficult to reach
- b) Organisational Resistance to change
- c) Relationships take time to develop



a) Senior Management is hard to reach

- PA/Gatekeepers (Sentinel & Facilitator)
- Too busy to answer calls
- Resistant to new introductions



b) Organisational Resistance to Change

- Organisations purchase out of habit
- Long term contracts are common
- Minor organisational change can be very expensive



c) Relationships take time to develop

- People don't buy from strangers
- Multiple stakeholders = more time!
- Easy to say **No**, difficult to say **Yes**.



What we will cover tonight

1. B2B Customer Journey
2. Proposal Structure
3. Define your value proposition
4. Simple (email) and Complex (letter) introductions
5. ~~Cold~~ Warm Calling
6. The first meeting



1) B2B Customer Journey

1. Awareness of Problem or Opportunity
2. Problem Solving Stage
3. Consensus on Solution
4. Filtering prospective vendors
5. Final negotiation and decision
6. Execution and Delivery
7. Happy Customer!



2) Proposal Structure

- Builds a bridge between customer and solution
- Applies to everything!
- Reversible



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.

3) Define *Value Proposition*

- Value defined from the Customer Perspective
- Need to go beyond features/benefits
- Go deep!



Activity # 1 (5 mins)

Draft your value proposition





4) Email and Letter Introductions

- Email outlines simple approach
- Letter outlines approach going via Executive Assistant to Senior Manager
- You can decide the best approach



Activity #2 Introduction Email (5 mins)

Draft your introduction email



Other approaches

- Consider your audience
 - Millennial, Baby Boomer, Gen X, Gen Y...
- Elon Musk used Twitter to help sell batteries to South Australia.



Elon Musk [@elonmusk](#) Following

You're most welcome. Very exciting to discuss the future of electricity. Renewables + storage arguably biggest disruption since DC to AC.

Malcolm Turnbull [@TurnbullMalcolm](#)
 Thanks [@elonmusk](#) for a great in depth discussion today about energy storage and it's role in delivering affordable & reliable electricity

RETWEETS 2,649 LIKES 10,926

1:43 PM - 12 Mar 2017

467 2.6K 11K

Reply to [@elonmusk](#)

Elon Musk [@elonmusk](#) · Mar 12
 Ironically, direct current is the right approach today, even though alternating was right in the past. Solar power & electronics both DC.
 559 1.9K 7.7K

Juan Miguel Herrera [@JMMZHerrera](#) · Mar 12
[@elonmusk](#) but N Tesla's motor still eliminates weight and energy loss by using AC. Edison still unhappy. Loving my Model S.
 2 4 40

Elon Musk [@elonmusk](#) · Mar 12
[@JMMZHerrera](#) Answer is complex for electric motors. We use an AC induction motor fed by a DC pack thru an IGBT inverter, which kinda "digitizes" DC power
 131 73 642

Amith [@amithdenzi](#) · Mar 12
[@elonmusk](#) [@JMMZHerrera](#) it's tweets like these that make me think I should have opted for study in the field science than finance

5) Warm Calling 😊

- Put yourself in the customers shoes
- Focus on verifying the letter
- Be well prepared
- Summary of value proposition
- Invite to catch up for coffee to discuss further



6) The First Meeting!

- Primary focus is to **Understand** and **Build Relationship**
- Share value
- Understand “decision process”
- Conclude with agreed next steps





The Accelerator Program is not this....



It is more like this...



Accelerator Program

Details

- 5 week program
- Limited cohort to 8
- 2 workshops
- 60 mins 1on1 session
- 10-15 min weekly calls (review of action against goals)
- Facebook Group (closed)
- Social event at conclusion



Purpose of Accelerator Program

- Value Proposition
- Intro email
- Intro letter
- Send 50-100 introductions
- Coaching in warm calling
- Coaching in first meeting agenda



Bonus Section

- Robert Cialdini's book, **Influence** with modern examples

