

Startups: Getting into the right Mindset for Sales!



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.

www.bigjump.com.au



Today's Presentation

- Manage your own psychology when:
 - Prospecting
 - Selling
 - Closing
- Answering specific questions
- Q&A

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Prospecting

- It's hard for everyone ©
- Genuine
- Rejection
- Positive habits
- Empathy
- Where to focus?



Selling Stage

- Be a doctor ©
- First meeting = building relationship
- Ask the single most important question!
- Customer requirements vs. product benefits

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Closing Strategy

1. Confirm when they want to realise the benefits

2. Work backwards:

- 1. Confirm price and product
- Sign off on Proposal
- 3. Delivery
- 4. Training and Implementation

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Questions Raised

- Courage
- Finding the balance between polite and pushy
- Approaching prospects
- Prospecting
- Getting leads
- Selling in Australian market without local market experience
- Prospecting and getting a meeting
- Unclear
- Trying to sell a brand new product, in a brand new category is up there
 with the biggest challenges I have ever faced in life
- Thinking the other person thinks I'm manipulating them
- Knowing how to close the sale



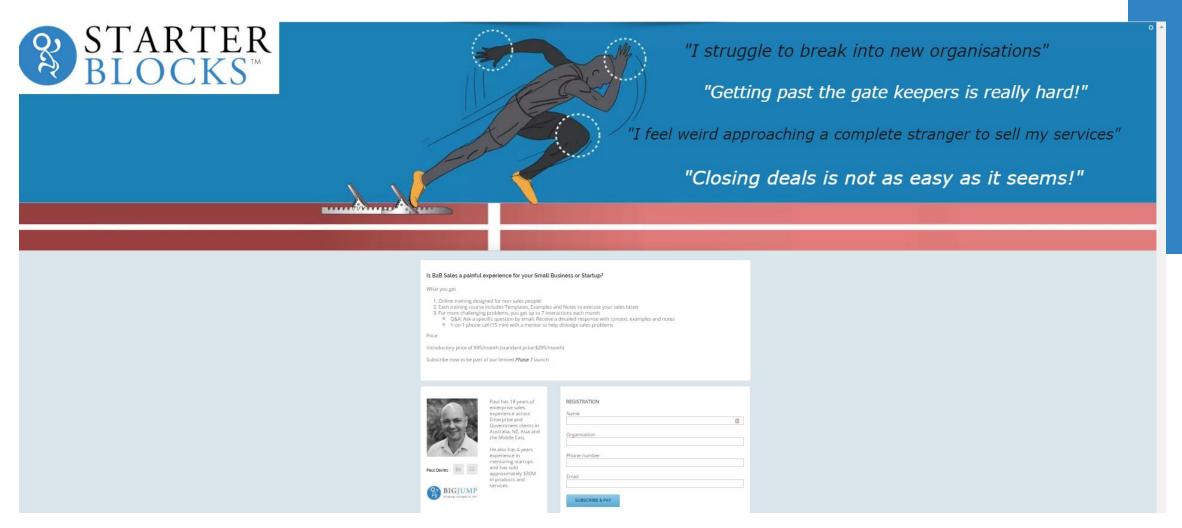
Next Steps

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

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What is BIGJUMP up to?







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