

Sales Tips and Tricks for Startups

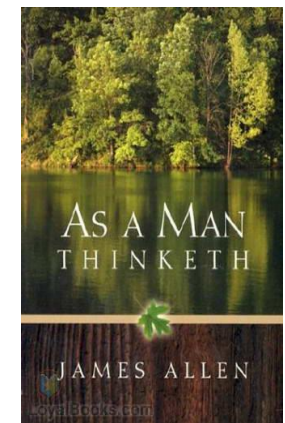
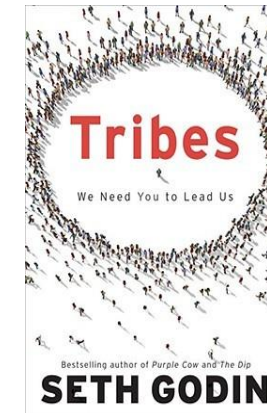
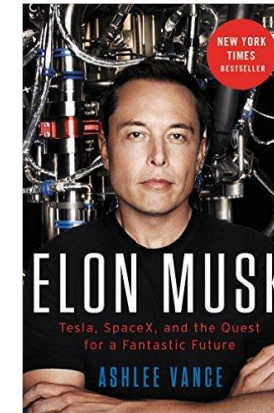
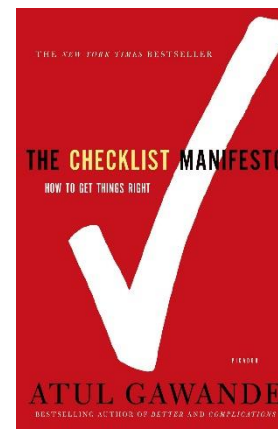
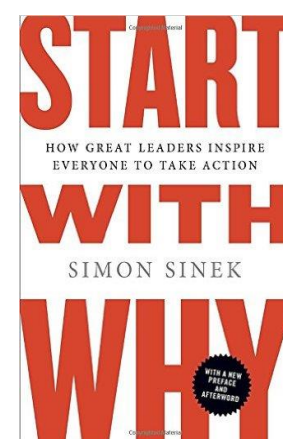
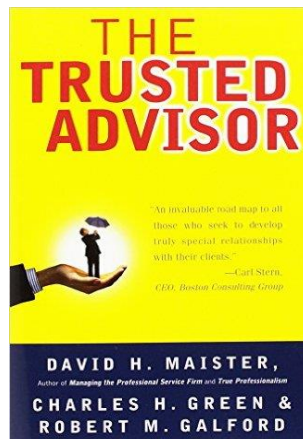
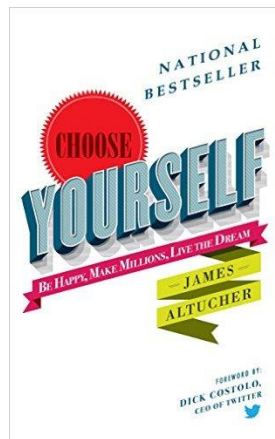
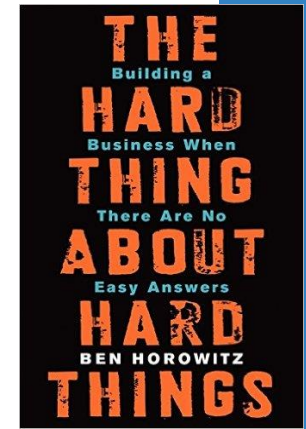
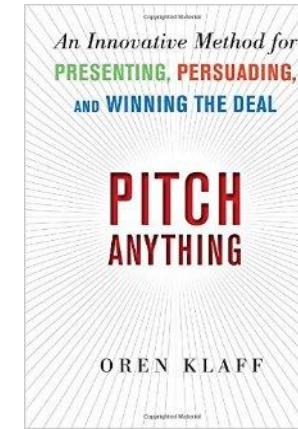
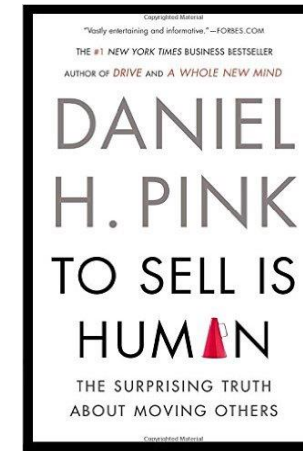
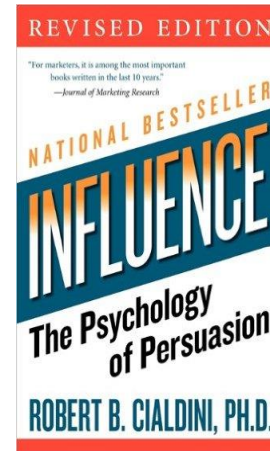
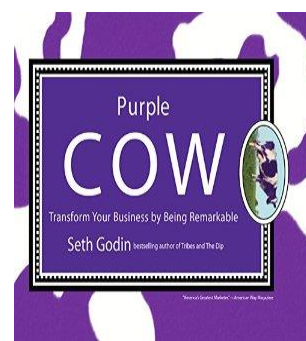
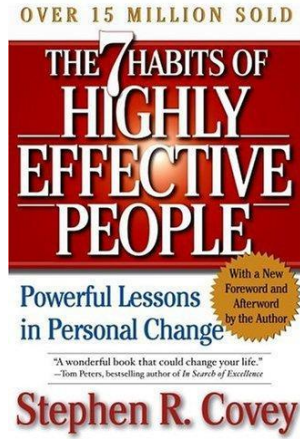
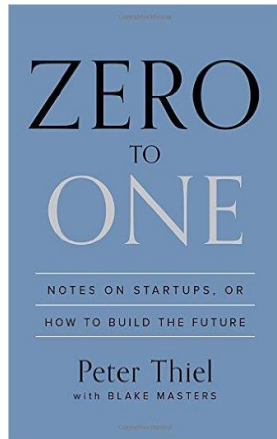
About Me

- 18 years of B2B Sales
- About \$40M in sales
- Many Mistakes / Few Great Successes
- I will share from First Principles

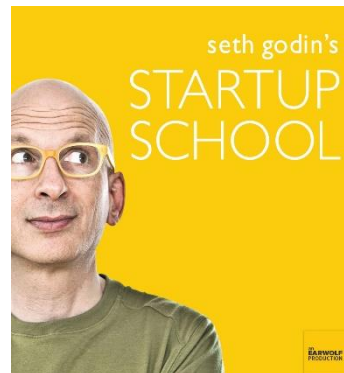
Today's Slides and Materials

1. Go to www.bigjump.com.au
2. Click on Resources Section

My Reading List



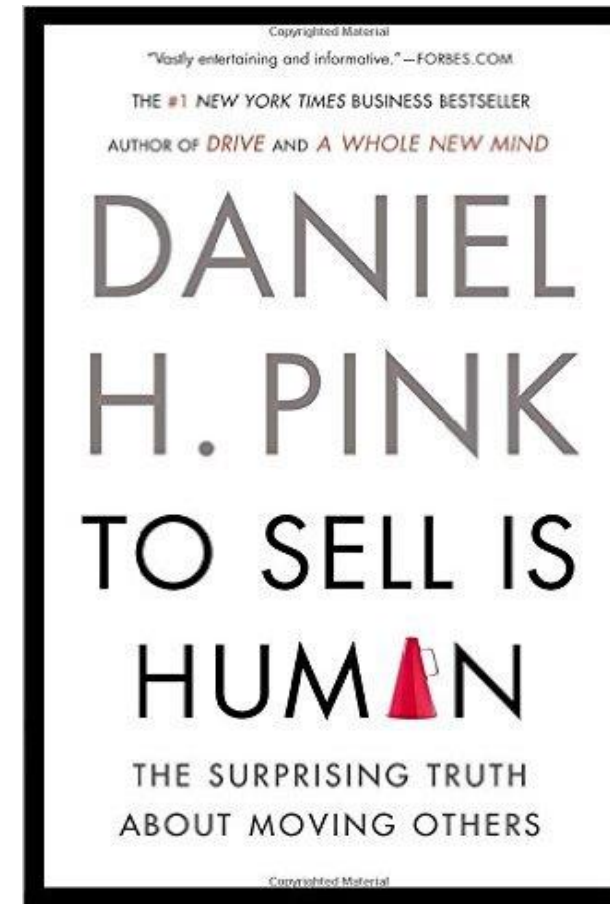
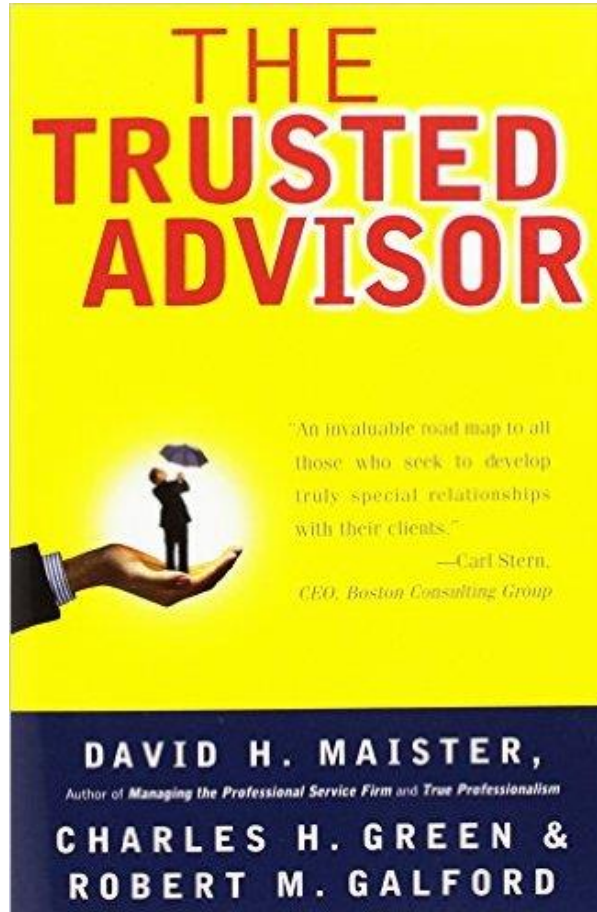
Free Online Resources



Today's Presentation

1. Suggested Reading List
2. Researching
3. Prospecting
4. First Meeting
5. Proposal Stage
6. Managing Opportunities
7. Hiring Sales People
8. Closing

Suggested reading list



Researching

- LinkedIn – free version
- Google companies and government agencies
- Don't pay money for a CRM.
- Target as high as you can go.



Prospecting

- Email template (download)
- Proposal Structure
- No pressure selling
- Aim for well-known brands first



First Meeting

- Focus on
 - building relationship
 - understanding problems
 - giving away value



First Meeting

- **Ask the customer how they make decisions.**
- Talk less. Listen more.
- Step back. Allow the customer to move forward
- Discuss the problems the customer has
- Understand why they are meeting with you.

Proposal Stage

- Ask how mature their decision process is.
- Are you the cheap date?
- Reconfirm decision process.
- Avoid the **Valley of Death!**
- If unsure send proposal in *DRAFT* format.
- Make sure you work with a **Corporate Sponsor**
- **Line up the “yes’s”**



Managing Opportunities

- Following up
- Be objective and realistic
- Ignore the outdated *Sales Funnel* concept
- Worry about the macro – not the micro!
- Portfolio of Opportunities



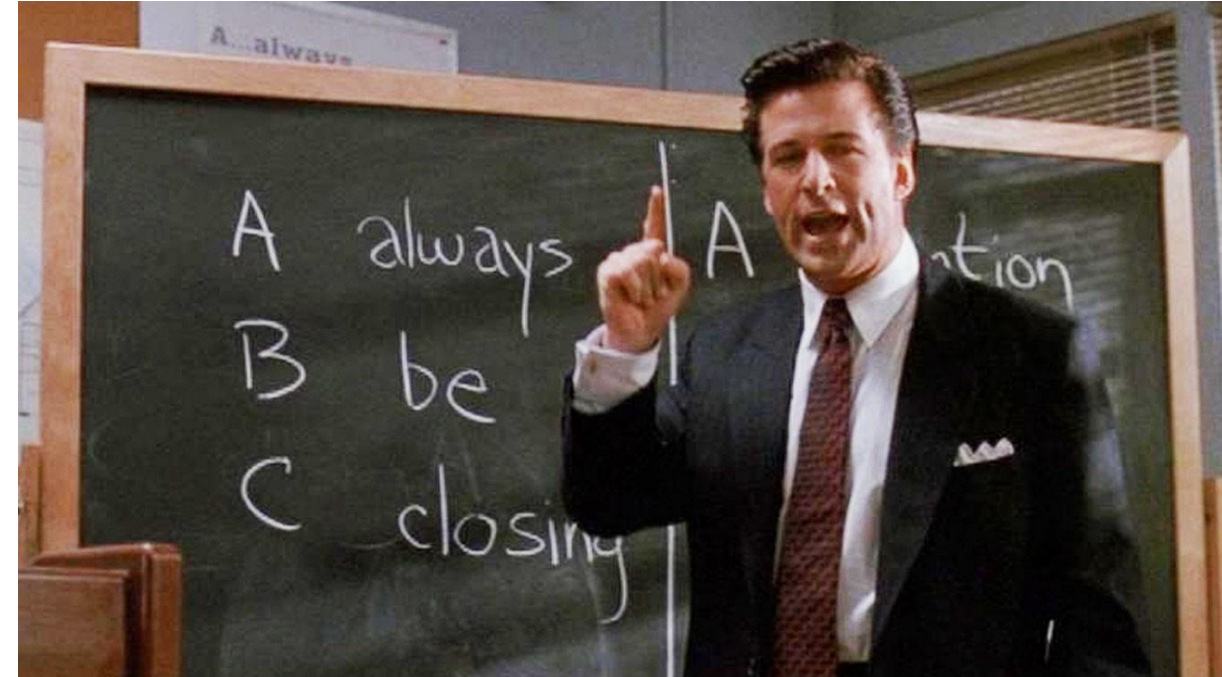
Hiring Sales People

1. Founders are best to sell their products:
 - Self-belief
 - Passion for your product
 - Confidence
 - Detailed understanding of the problems it solves
2. Don't hire a sales person until you have successfully sold outside your personal network.
3. Sales staff become invaluable after 3 years of selling a product.



Closing

- Should be easy!
- Corporate Sponsors are key
- Lead the customer, help them use their reasons govern the purchase timeframe.
- When you fail to sell, ask for feedback.



Bonus Section - Influence

<http://www.bigjump.com.au/wp-content/uploads/2017/06/The-6-Principles-of-Influence-by-Robert-Cialdini.pdf>

Q&A