

Selling Simplified **Sales Process**

What • Why • How

October 26, 2021

Selling is Simple. Why make it complicated?



The Goal is Simple.
Shortest path to the biggest impact.

Three Simple, Yet Critical Actions.

Select strategic targets that need your help

Create and deploy sales enablement tools

Have a plan and execute with a **sales process**

**Sales
Strategy**

**Sales
Systems / Tools**

**Sales
Plan and
Process**

“Sales” is a Verb - Action and Execution Happen Here 

Get Crystal Clear On...



Sales Strategy

Specific markets to pursue

What you sell, why you sell it

Problems you solve, the value you create

Why you're better and different

How your customers buy

Sales Enablement



**Sales
System**

Keep it simple!

Tools to engage, track, measure

Lead generation, lead magnets

Your sales story

The Heart of Selling



**Sales
Process**

Relationship based

Step-by-step approach

First contact → close → onboarding

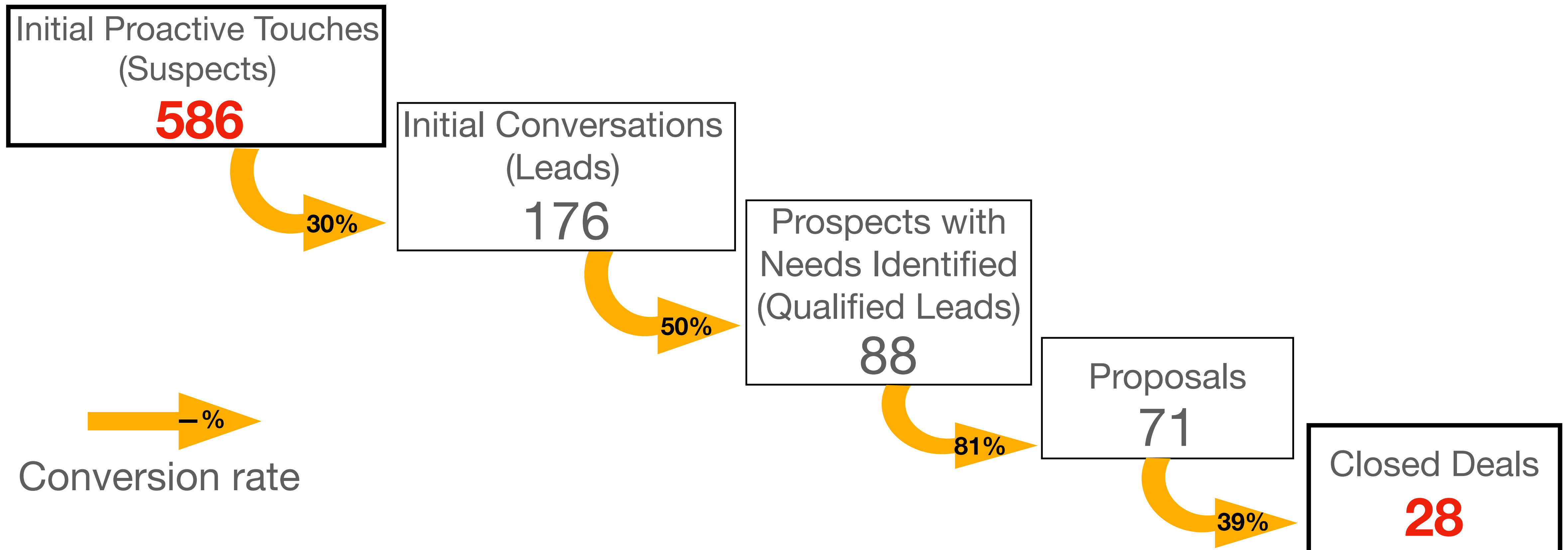
Why Do You Need a Sales Process?

1. Disciplined path to the sale
2. Build rapport and relationships
3. Discovers what the prospect *really* wants
4. Control of the sale
5. Eliminate objections
6. Increase conversion rates
7. Confidence

Sales Process...

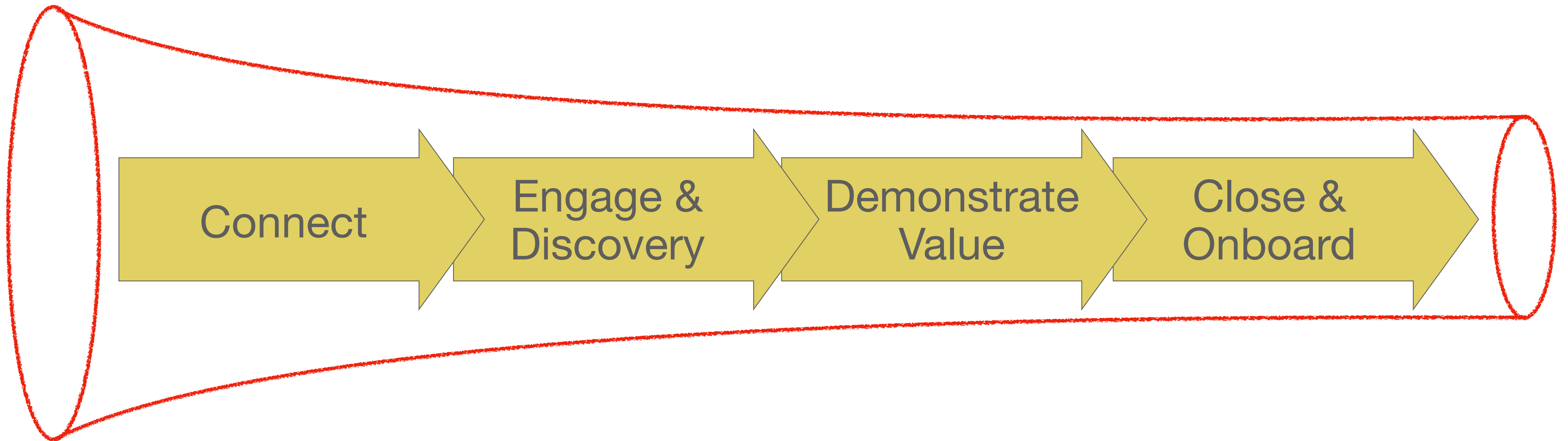
Steps To Achieve Your Goal

\$700,000 / ASP \$25,000 / 28 deals to close

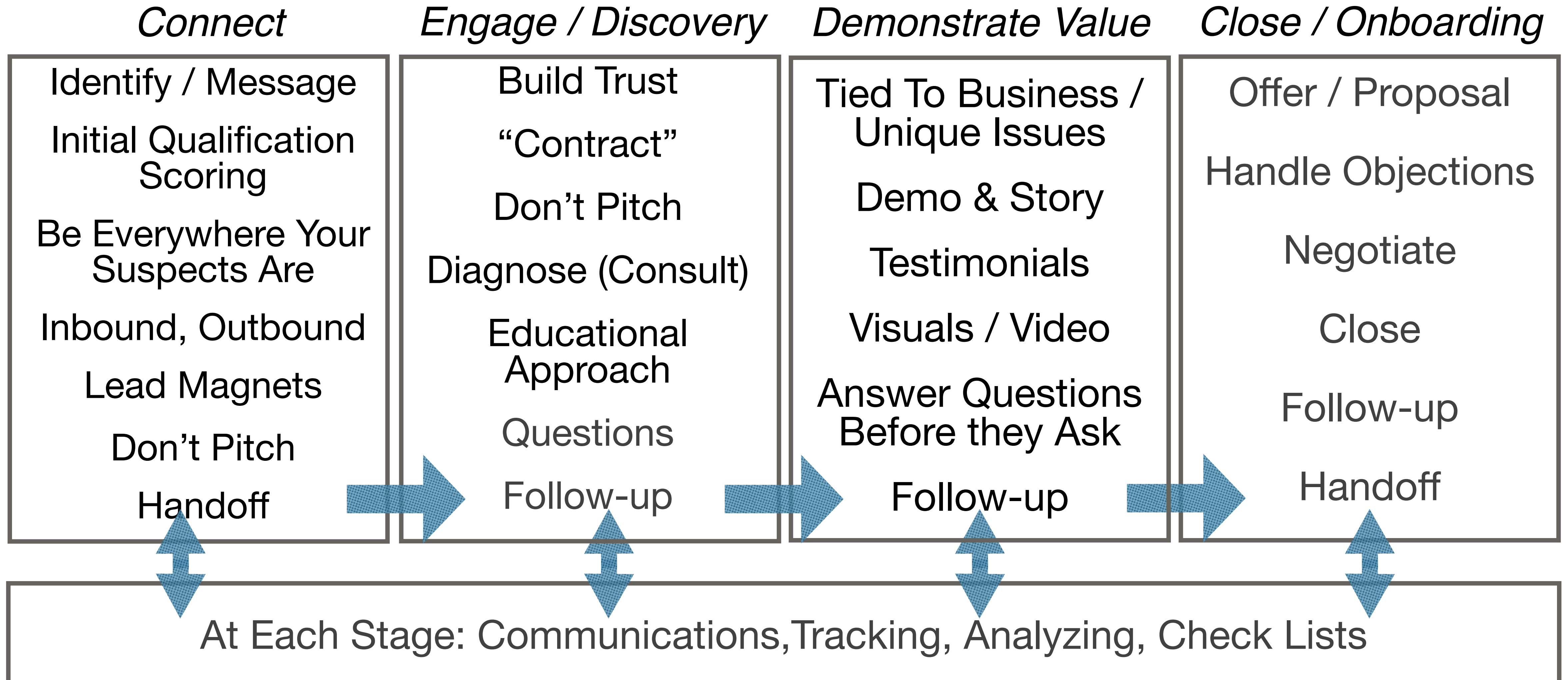


**Your sales and marketing strategy will fall
flat without a solid process**

4 Stage Sales Process Framework



Mapping Your Selling Process

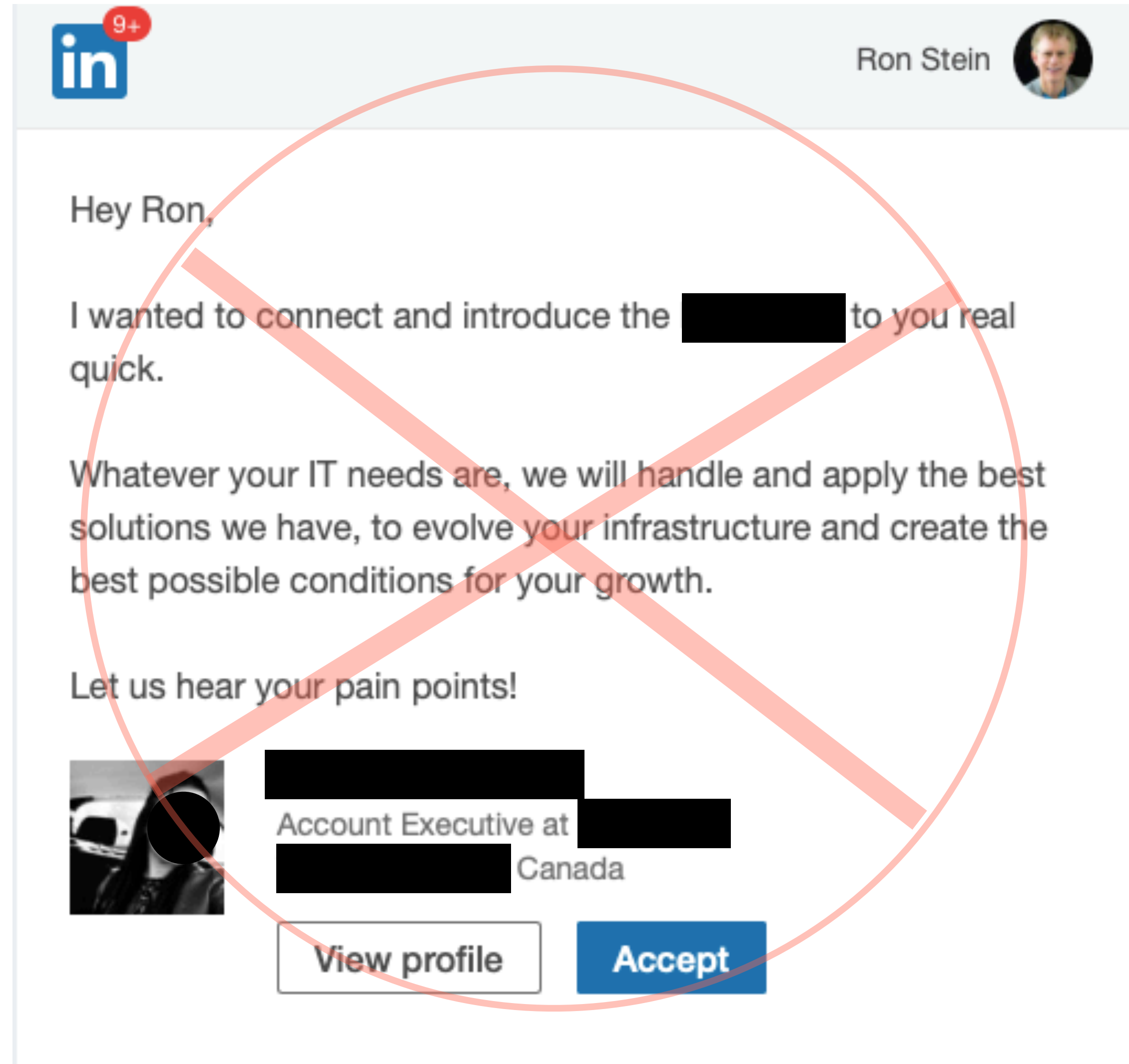


Stage 1: Connect

4 Ways to Acquire a Suspect

1. Referrals
2. Networking, associations, trade shows
3. Inbound lead generation response
4. Cold outreach - LinkedIn, email, phone, other

Connect... Not Like This!



Everyone Communicates, Few Connect

Find Common Ground

Outreach is Education

LinkedIn Outreach Example

Hi Ron,

We share similar backgrounds in the data com industry. It'd be great to connect and network with you. Thanks!

Sally

Stage 2: Engagement and Discovery

Don't Go On Sales Calls.
Conduct Them!

Buyers Resist Sales People

This Guy Gives Sales People a Bad Rap!



Build Rapport ... Don't Pitch

“Can you give us a presentation?”

“We'd love to. May I ask you a few questions first?”

The Discovery Funnel

“Tell me more about...”

“Can you be more specific?”

“How long has this been a problem?”

“What have you tried to do about this?”

“How did that work? How much do you think this has cost you?”

“How will it impact you and your company if you can’t fix this soon?”

“How do you feel about that?”



Stage 3: Demonstrate Value

Now is the time to *discuss* your solution

NOT a “presentation” — keep it conversational

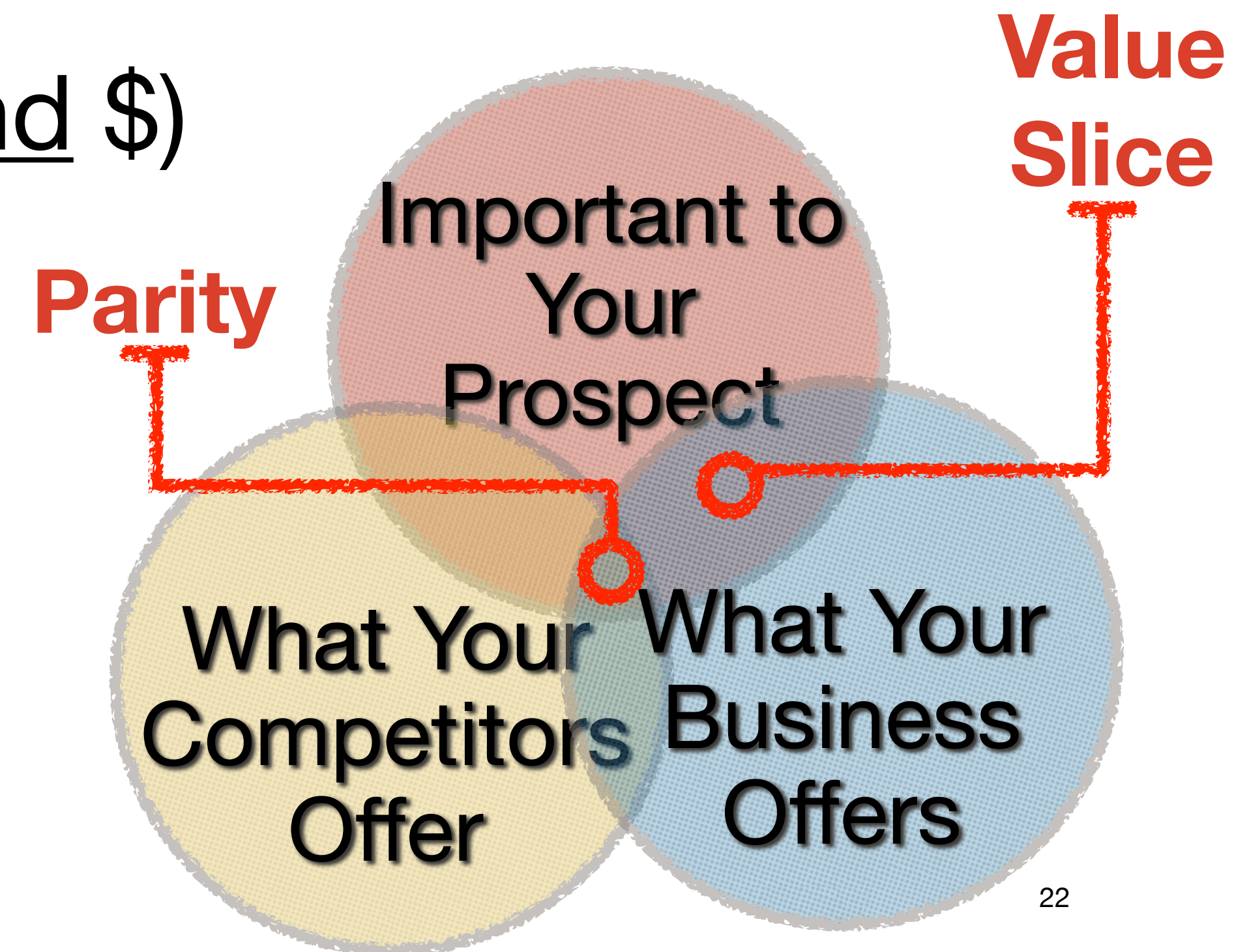
Your value slice — emphasize your unique differences

Increase productivity / save time (% and \$)

Save money / reduce costs (% or \$)

A product demo

“Our customers have found...”



Stage 4: Close and Onboard

- Confirm there are no objections
- If objections, go back to Stage 2
- Next steps - question or affirm
- Get “permission” to close and confirm the steps
- Close
- Onboarding package



Bonus:
Sales Call Actions Planning Checklist

And Other Great Stuff

Register at Your Exclusive Portal

www.InnovateToWin.com/register

Selling Simplified
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