



The Strategic Sales Cycle

How to Win New Accounts!

Presented by:

Neil Grant MSc. C.Eng. MIMechE

Managing Director

Strategic Maintenance Planning Ltd.

An understanding

Today is about sharing my experience, I'm not a business coach neither do I offer sales training outside of our company.

I have spent many years researching sales processes and found this one offers a complete solution from lead generation to account.

Please also remember I sale B2B for which this process is focused but I hope there will be one or two points of interest for those of you selling B2C, C2C or C2B.


Reference Material

The founder of this process was the CEO of DEI Management Consulting - Steve Schiffman and the following is my interpretation of his process.

As well as listening to hours and hours of tapes, attending seminars and inviting him to our office for a presentation, I can highly recommend the following books, penned by the man himself:

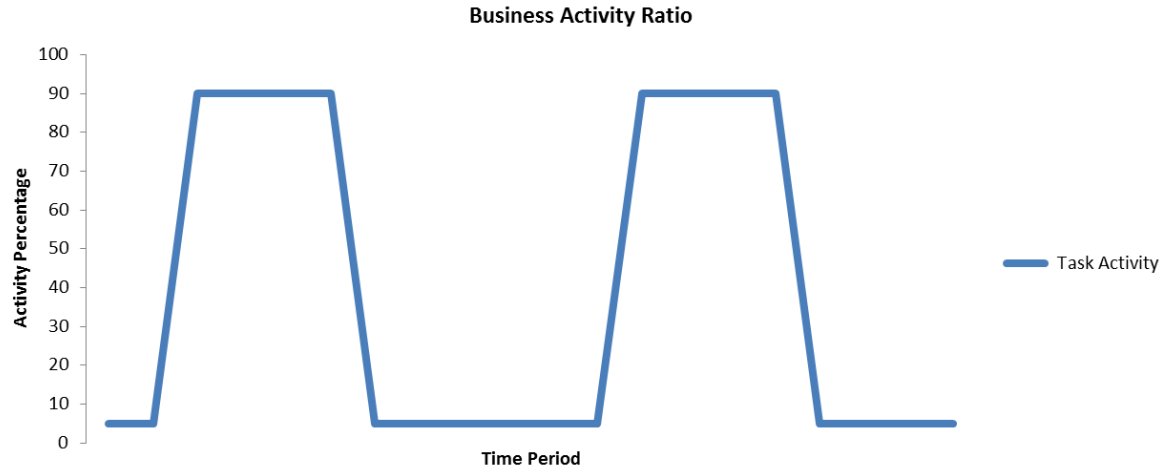
- Make it your Business
- Cold Calling Techniques (that really work)
- How to Give a Power Sales Presentation
- Negotiation Techniques
- 25 Toughest Sales Objections
- 25 Most Common Sales Mistakes
- Closing Techniques (that really work)

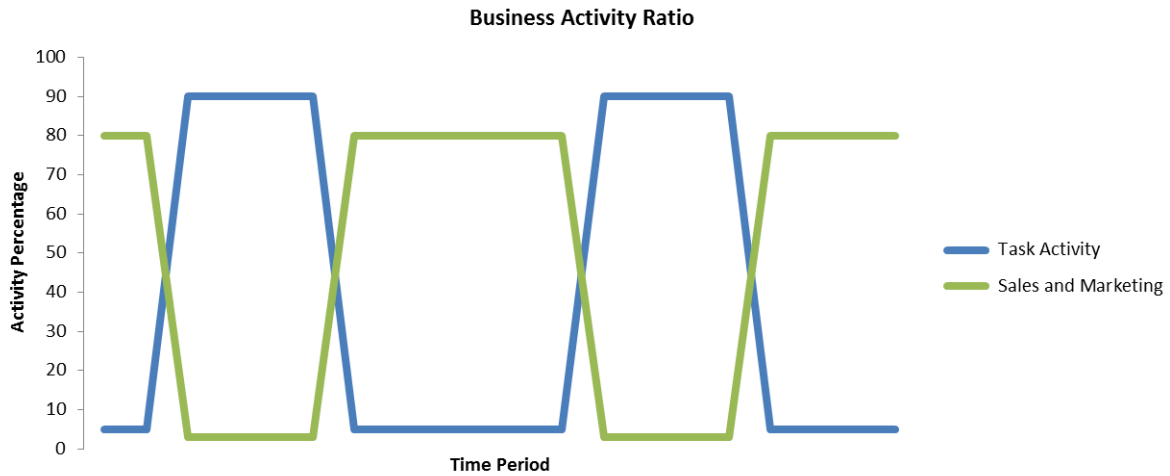
All can be found on his website <http://www.steveschiffman.com/>

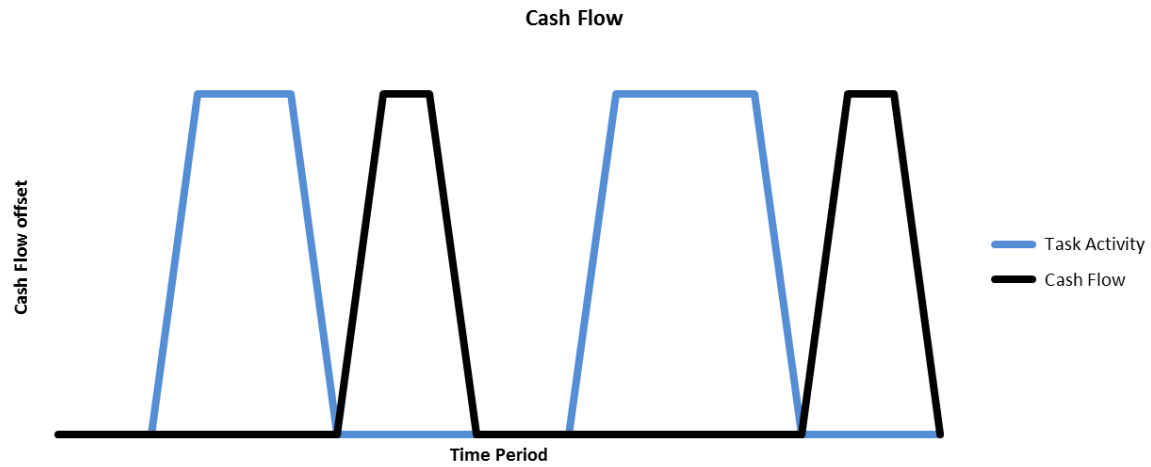


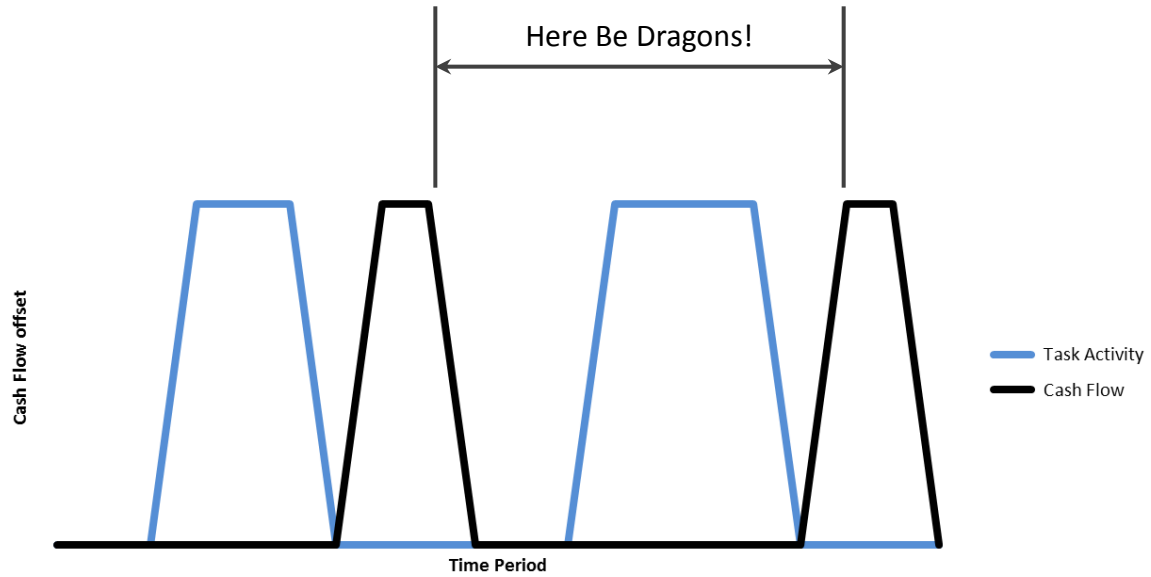
So what are the challenges of
running a small business?

Small Business Challenges



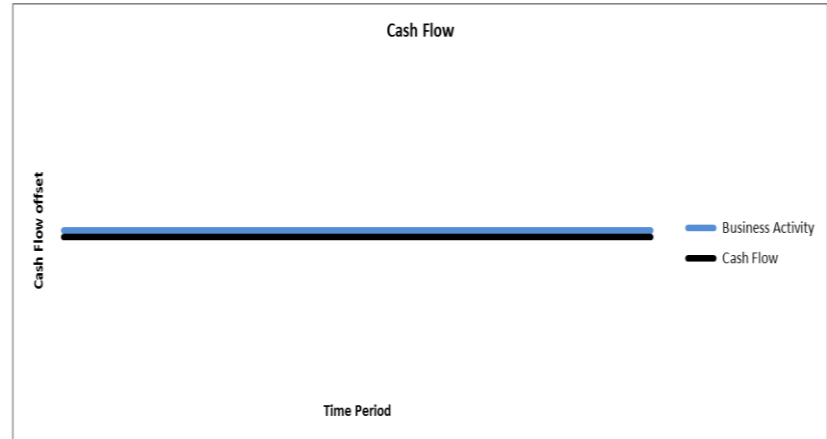
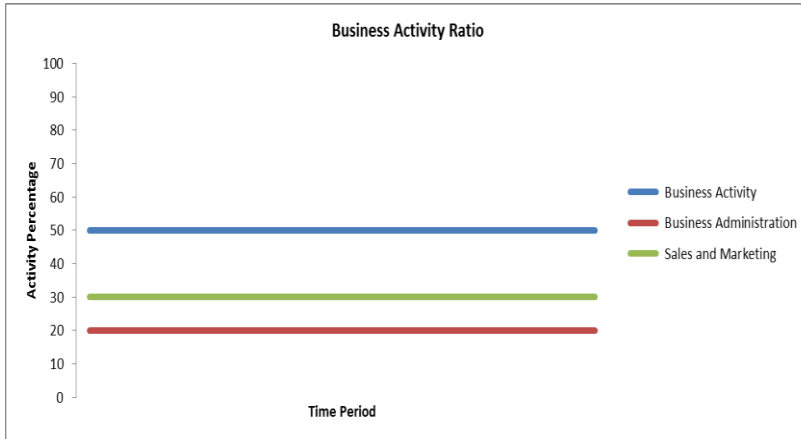








What does Nirvana look like?



An understanding

So how do you overcome this 'peak & trough' scenario

Well a hose is better than a glass of water!



Think of sales and marketing like a thirst.

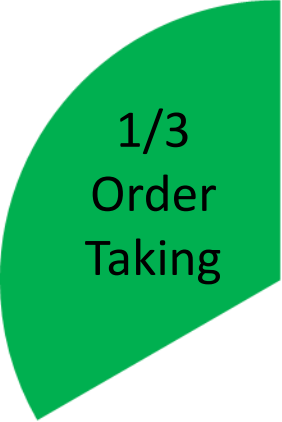
You need a drink so you fill a glass of water, you decide you don't want to walk to the tap for a glass of water so you use a hose to fill it, eventually you decide turning the hose on and off is effort, so you leave the hose drip feeding the glass at just the right pace to keep up with your thirst and there you have it.....

sales and marketing is just like a thirst, drip feed it constantly!

The Strategic Sales Cycle

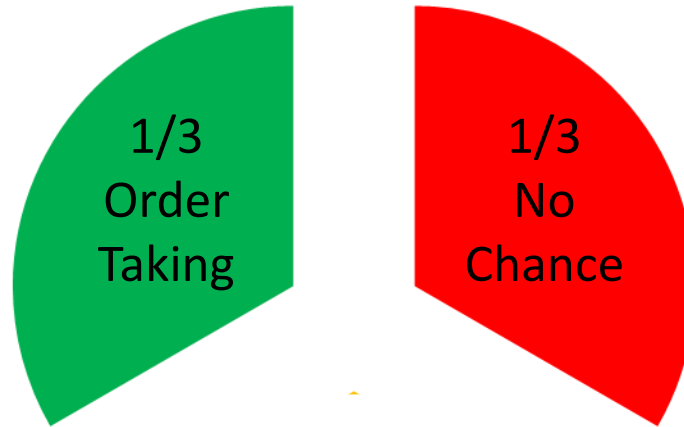
How to win new accounts

The Strategic Sales Cycle

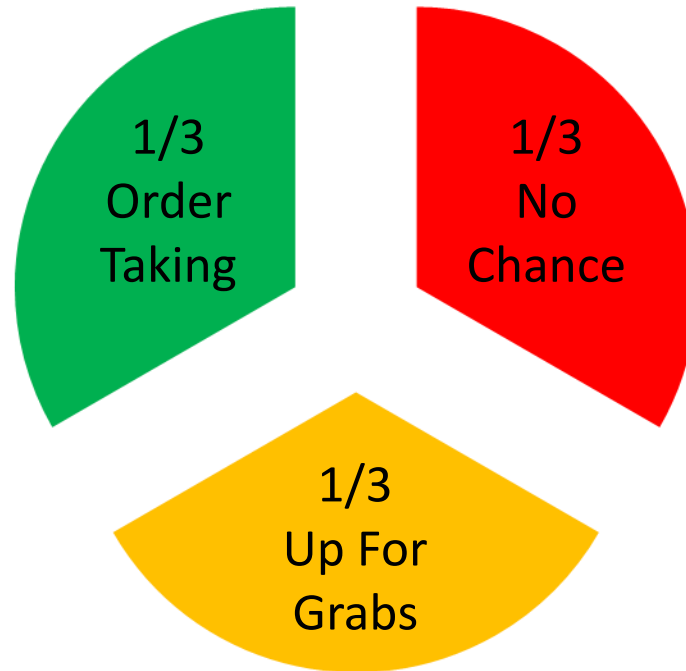


1/3
Order
Taking

The Strategic Sales Cycle



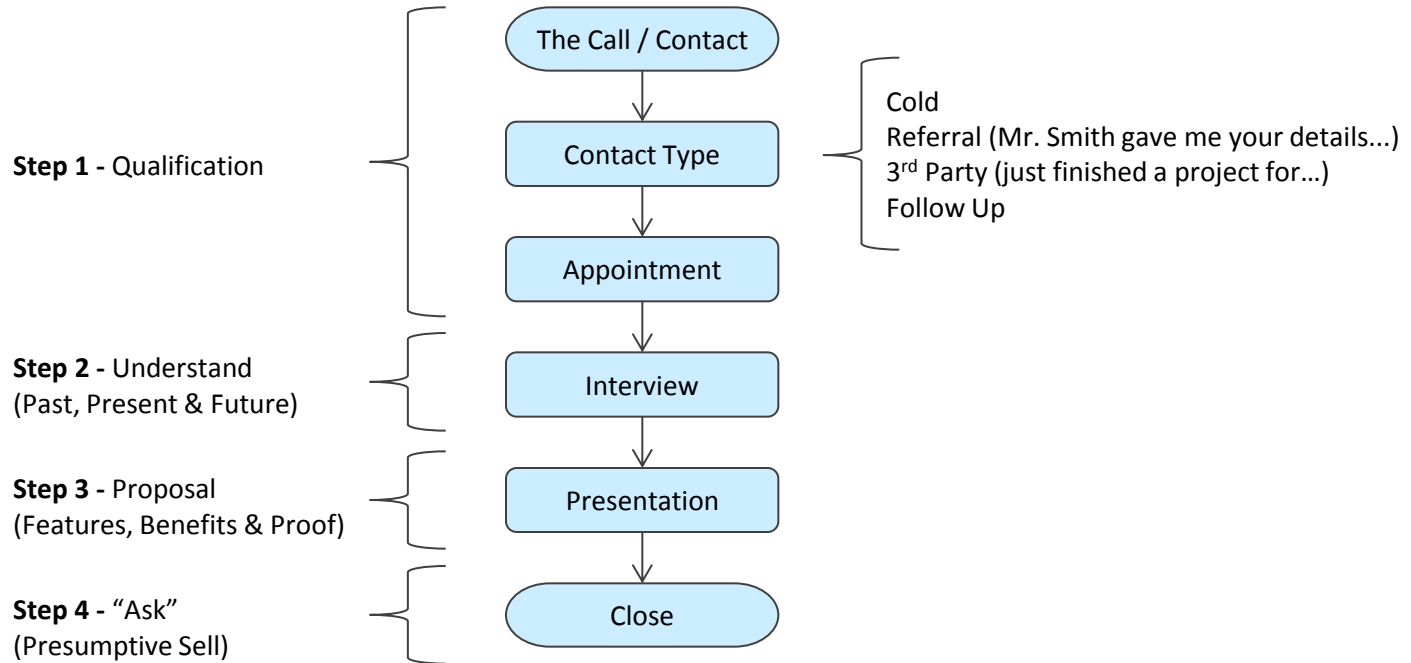
The Strategic Sales Cycle



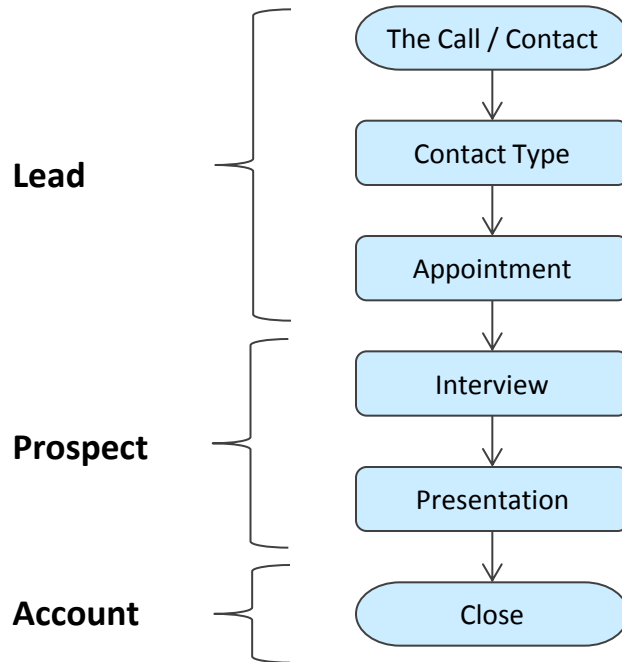
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So how do we close the
1/3 up for grabs?

The Strategic Sales Cycle



The Strategic Sales Cycle



Learn your conversion ratio

**20 Leads =
5 Prospects =
1 Account**

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You'll notice that the conversion ratio 20:5:1 highlights that you'll experience the word "NO" many times before closing an account

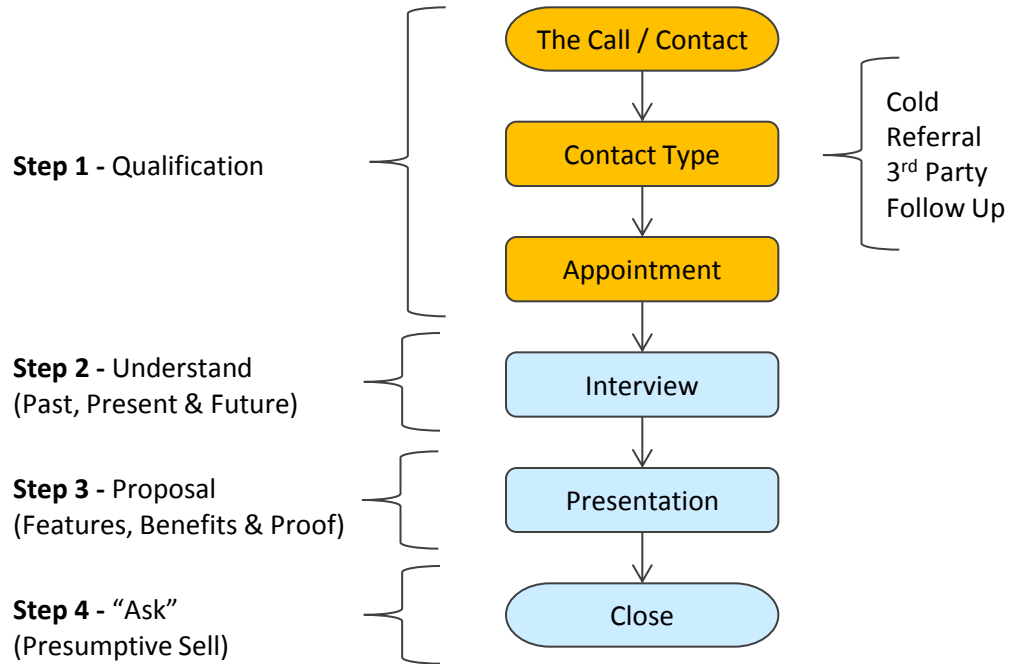
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A 'NO' is a very good thing, it takes you 1/19th closer to a 'YES'

Also don't be afraid to invoke the 3 strike rule!

It's all too easy to keep chasing rainbows.

The Strategic Sales Cycle



The Call

Structuring a Call - 5 Key Steps

1. Attention - Mr.....
2. Identify - Mr... of SMP Ltd.
3. **Reason** - **To make an appointment**
4. Qualify - Statement (Cold, Refer, Third, Follow Up)
5. Appointment - One time only.

The Qualifying Statement

Cold Call Statement:-the reason I'm calling is to fix an appointment, so I could stop by and tell you about how our **maintenance management solutions** can help improve plant efficiencies by about a third. Mr.... I'm sure that **YOU**, like a lot of our clients (name relevant) would want to improve efficiency, can we get together next... at...

Referral Statement:-just spoke to Mr..... he said you were the right person to speak to. Can we get together next.... at...
What is it?.... - Go to third party statement.

Third Party Statement:-the reason I'm calling is we've just completed a very successful **maintenance management program** for (name client). It was very successful in improving plant efficiency by about a third, can I drop by next..... at..... to tell you about the successes we had with them.

Follow Up Statement:-the reason I'm calling is when we spoke "last", "before" (Christmas etc), you suggested I call you today (1st Sept) to fix an appointment. Can we get together next.... at....

Objections

Objections Turn Them Around A lot of companies have said the same thing **UNTIL** they had the opportunity to:-

See the benefits

See how we can finance

See how it can complement

See the difference

Let's get together next.....at.....

Objections

Avoiding Literature

I'd really prefer not sending anything. Can we get together instead next at

The Ledge - Avoiding Long or Non-productive Calls

Use the first negative to get out
A lot of companies have said.....
Can we get together next..... at....

Voicemail

Voicemail - USE ONLY ONCE

Hello Mr..... This is Mr..... Of SMP Ltd. 01793 823013, the reason I'm calling is they said you were the right person to talk.....

CUT OFF

Objections

**Dealing with Objections during the 'Interview'
or 'Presentation' need a little more thought!**

Objections

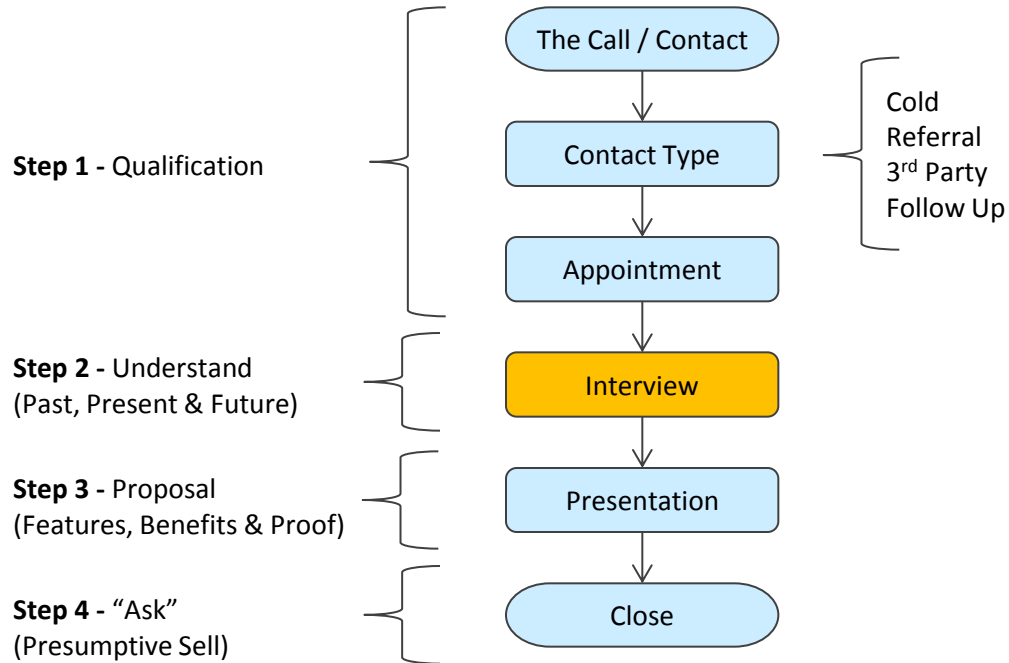
Objections are Essential in Every Sale!

- Embrace the objection
- Anticipate & Prepare – Typically you'll only find 10 objections, put in different ways
- All objections are in 'KIND' and represent your conversation
- Don't take the 1st objection as the truth, move to the truth by asking:
 - “tell me what you mean by that?”

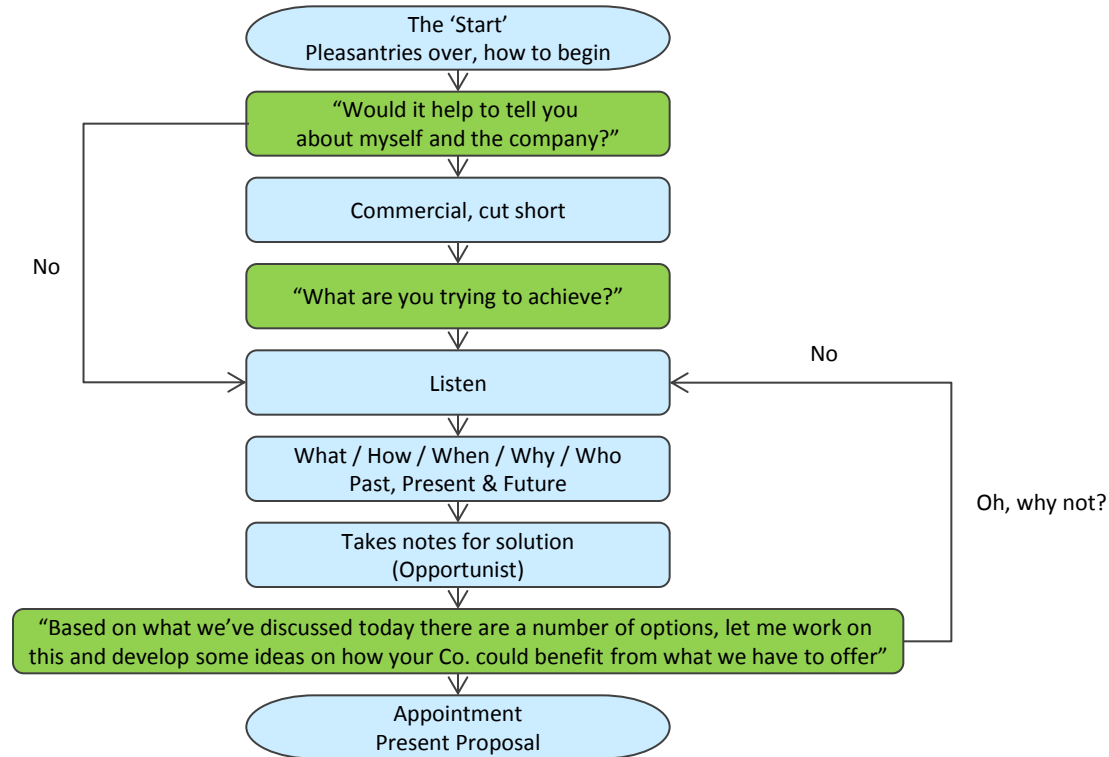
Remember.....

- Change the Status Quo - A Sales Person is an 'Agent of Change', SOLVE PROBLEMS

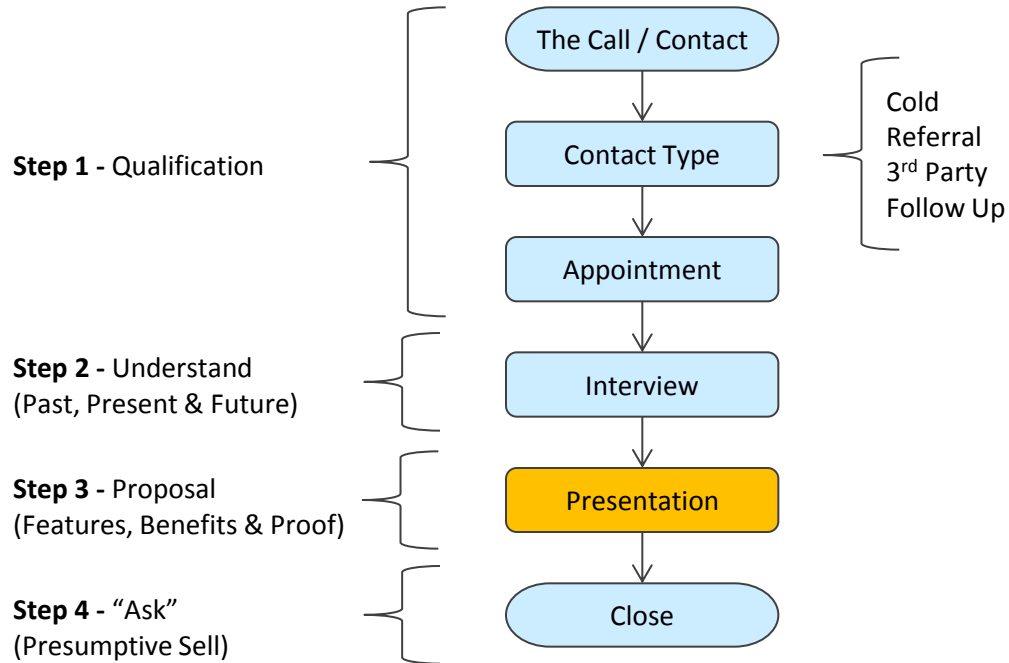
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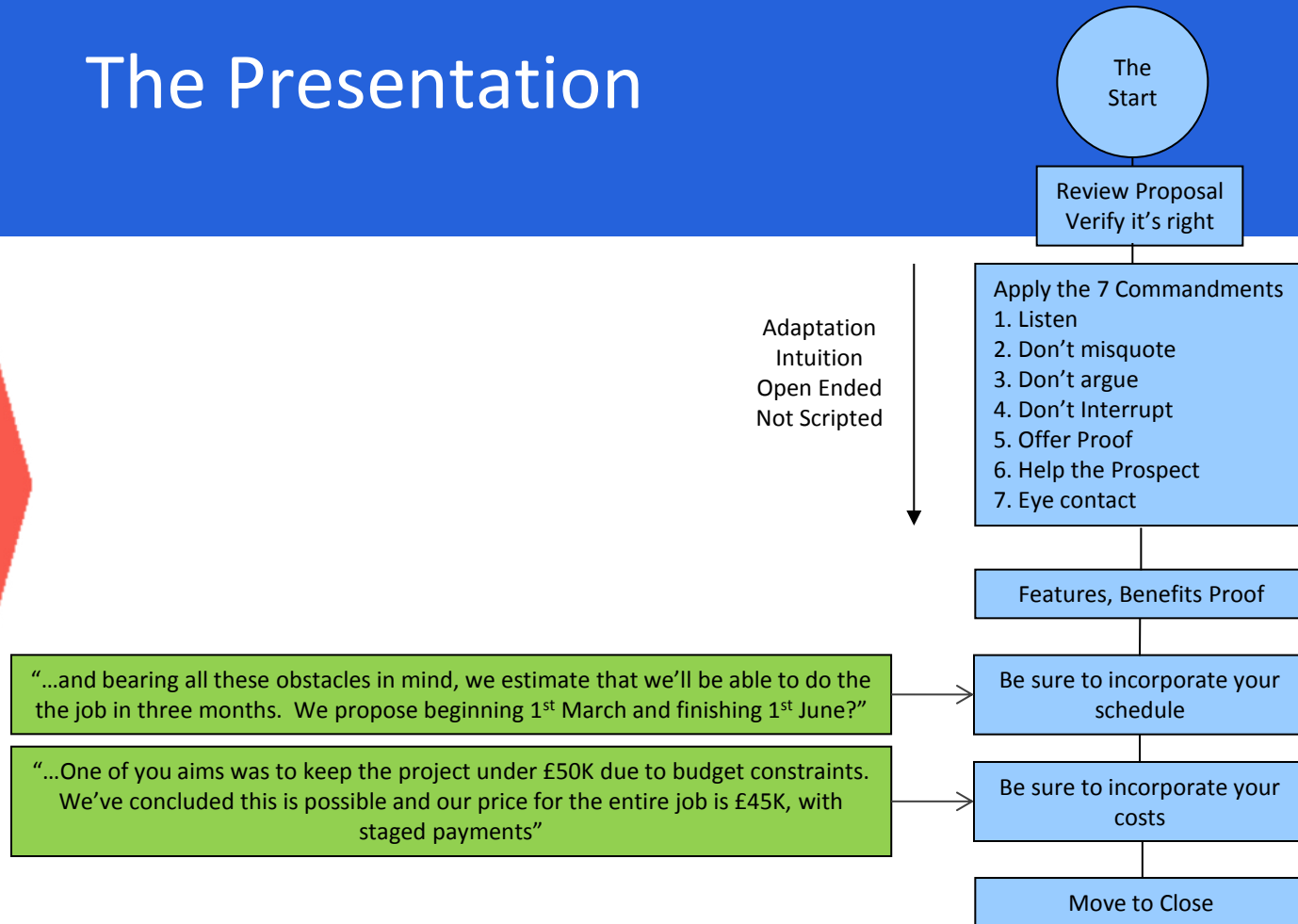
The Interview



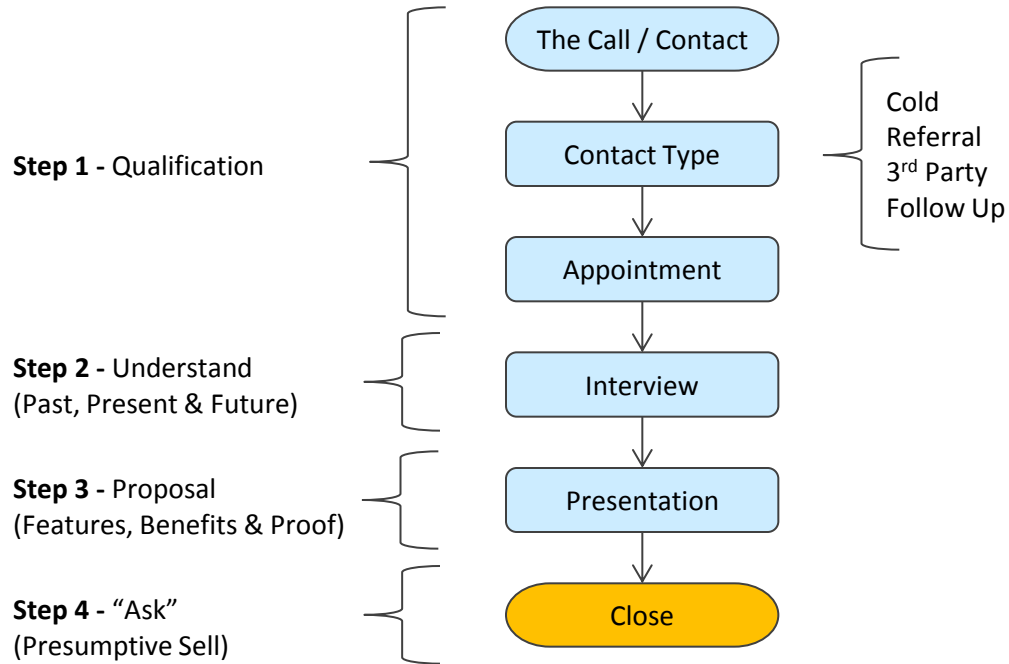
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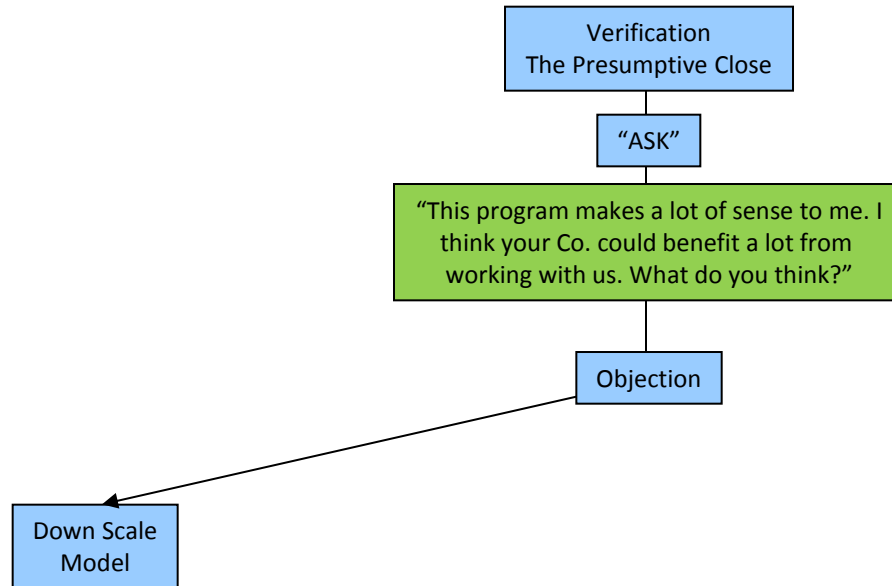
The Presentation



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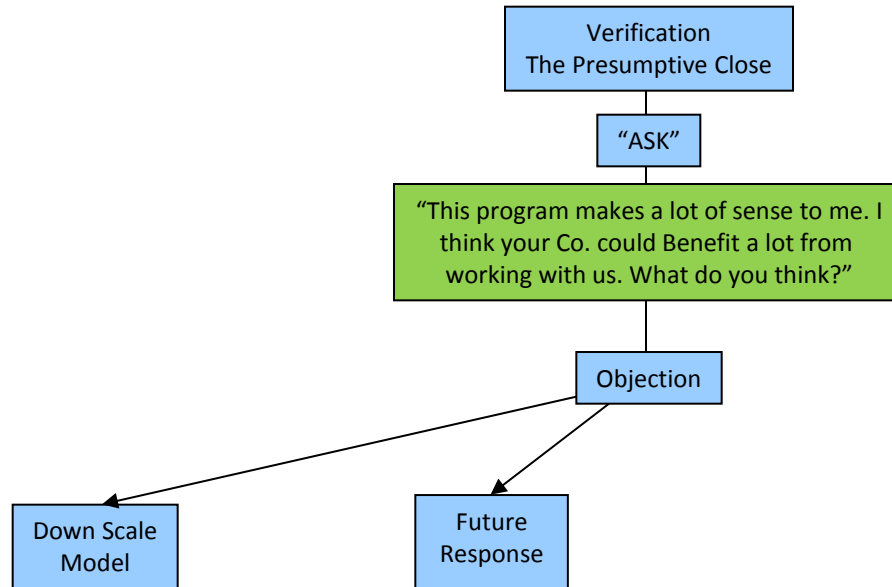
The Close



Downscale Model

Downscale:-I can certainly understand your hesitation on the J101, £7,000
Is a lot of money, but you know, a lot of customers felt just the same way until
they learnt about the J202, which delivers great performance at very competitive
pricing, what do you think?

The Close

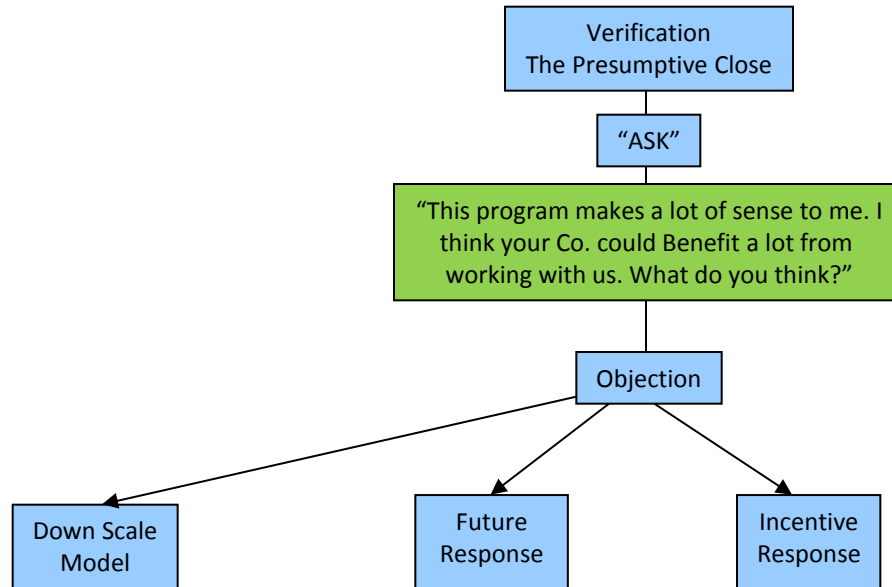


Future Response Model

Downscale:-I can certainly understand your hesitation on the J101, £7,000 is a lot of money, but you know, a lot of customers felt just the same way until they learnt about the J202, which delivers great performance at very competitive pricing, what do you think?

Future:-One of the reasons I've tried to wrap this up for you is to lock in the rate. It seems every other month our accounts raise the prices on us and I know you want to avoid that. Now because I can still guarantee this price for you, I think it would make a lot of sense to get started, what do you think?

The Close



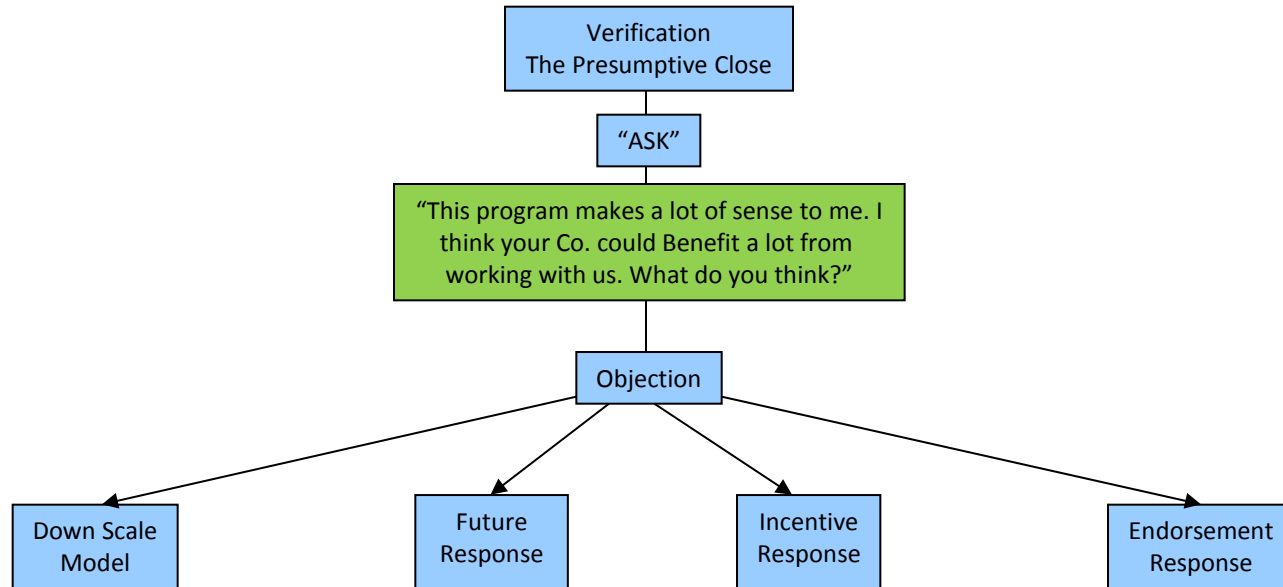
Incentive Response Model

Downscale:-I can certainly understand your hesitation on the J101, £7,000 Is a lot of money, but you know, a lot of customers felt just the same way until they learnt about the J202, which delivers great performance at very competitive pricing, what do you think?

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Incentive:-Well as you know, I firmly believe that you're going to find that our Products/services will make your operation more productive. So here's what I can do to get you started, why don't we think about giving you a free service contract In the first year, what do you think?

The Close



Endorsement Response Model

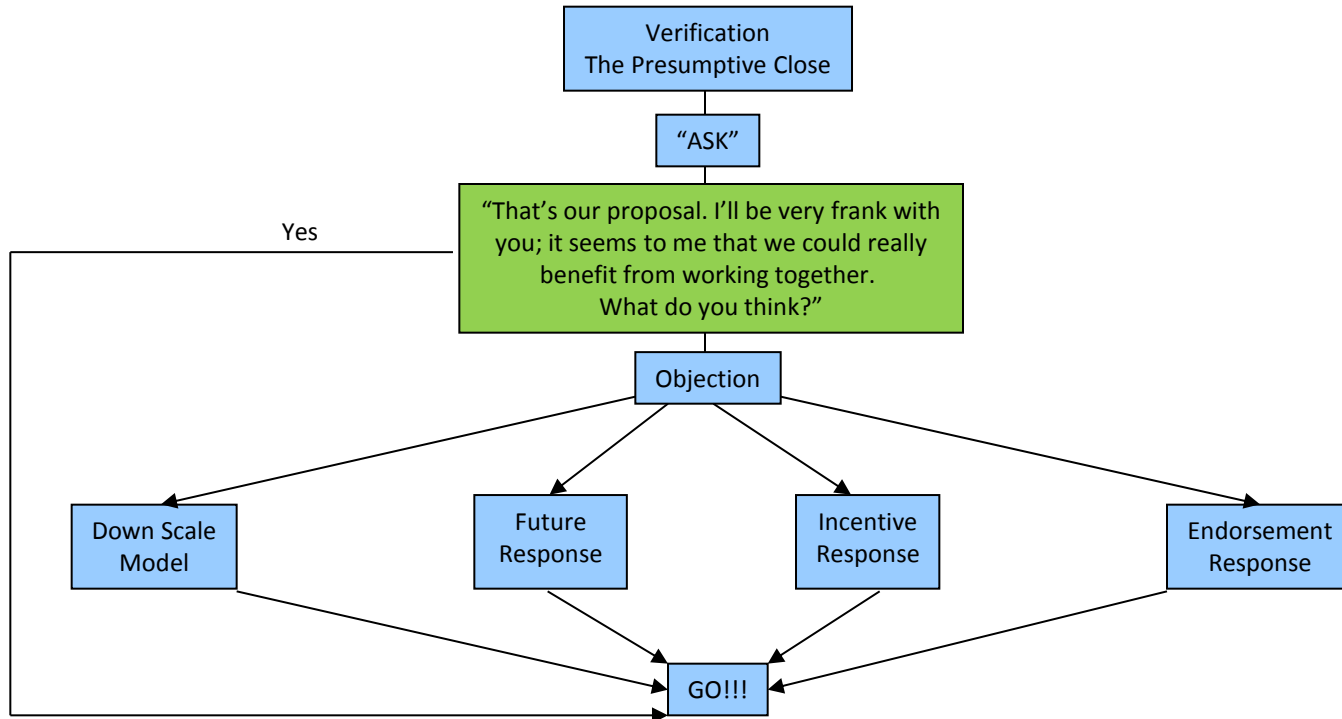
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Endorsement:-As I mentioned earlier, Mr. ... over at Co. is very happy with his J101 why don't I arrange a conf call to give you a chance to speak with him about his experience with the product/service, what do you think?


The Close



Key Points

Key points from today's presentation:

- Sales and marketing is like a thirst 'drip feed it constantly'
- Know and strive to improve your sales ratio (20:5:1)
- A 'NO' is a very good thing, it moves you 1/19th closer to the next 'YES'
- Your 'script' must become second nature, as it does for all great actors
- The 'call' has one purpose, to fix an appointment
- Listen and be opportunistic during the interview
- Don't sell your products and services, offer solutions
- Ensure your proposal focuses on the 'benefits', 'features' & 'proof' of your proposed solution
- Be positive about your presumptive sale, after all, you're offering solutions to their problems
- Don't fear objections, they uncover 'truth' and move you nearer to close
- Never leave a meeting without agreeing your next appointment
- Always consider how you can convert a sale into 'recurring income'



Thank you for your time and I hope you've found something of interest from today's presentation.