

Selling to Businesses



Enthusiasm

Sales takes place when there is a transfer of ENTHUSIASM

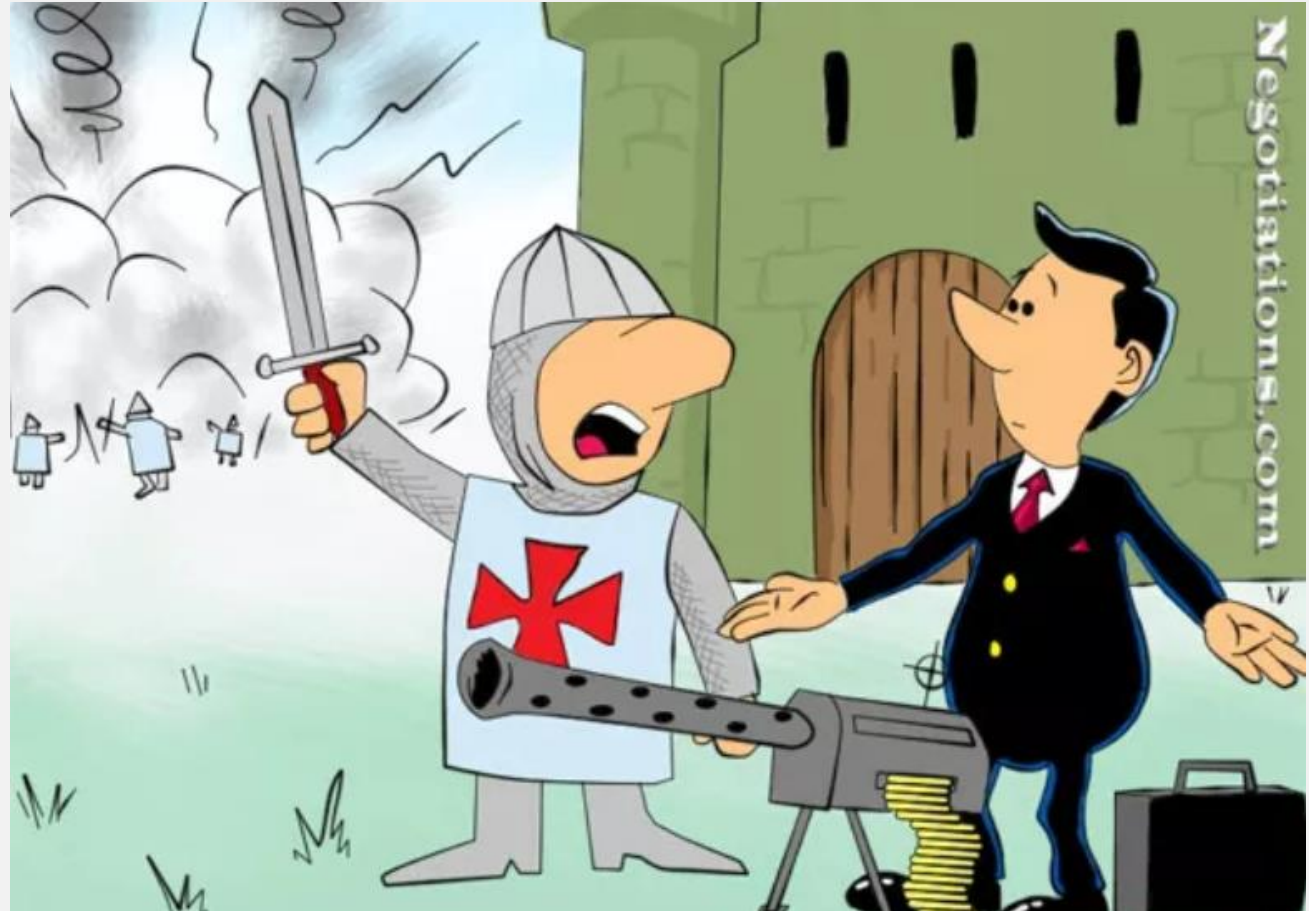
You can get what you want if you help enough people get what they want

Zig Ziglar

Qualify the prospect

People want to buy not be sold – the need to ask questions

Do they....need it?, use it, afford it, do they want it?



Agenda

Target Market
Company Structure
Buyers Process
Selling Process
Close More Business



Target Market

- Who is your target market?
- What type of company needs your solution?
- What do you solve for them?
- Who is your Buyer? What is their title?
- Profile your company and know people names
- Need a Client Relationship Management (CRM)
- 80% / 20% Rule
- Need to nurture the lead to a sale

Gaining Access

Small Business

- Cold Call
- LinkedIn / email
- Networking

Medium & Large Businesses

- Buyer identified
- Understand buying process

Large National Companies

- Circle of Leverage



Company Structure

C-Level

CEO, CFO, COO, CIO, President

New Technology

New Process

High Risk To Company

Drives Company Growth and ROI



Company Structure

Mid-Level

Vice President, Controller, Manager

Replaces A Current Vendor

Does Not Change Current Structure

Does Not Increase Current Cost



Company Structure

Low-Level

Clerk, Assistants, Entry Level

Commodity Sale - Office Supplies

No Additional Cost Needed



Buyers Process



- Realize & identify they have a problem
- Identify the features they need to fix it
- Evaluate options
- Pick solutions
- Evaluate decision

Know if your prospect is already in the Buying Process....80/20 rule.

Sellers Process



- **Identify Target Market & Profile**
- **First Conversation**
 - Build Rapport
 - Discover The Pain- What are they doing today & who is the buyer, and can they buy today?
 - Sometimes low-level people can provide answers
 - Close for meeting/ 2nd conference call to present solution
- **Presentation/Demo or Second Part of the Call**
 - Validate - Have you discover their pain points and they have they agreed- Any buying signals?
 - Solve/Present - They agree this solution would help them
 - Close - You'll lose 100% of the sales you don't ask for

Build Rapport



- Introduce yourself...“Part of my job...”
- Not “You fish / I fish”
- The reason I am reaching outif you can leverage competitors do so here...you have options or identify backups
- Show industry knowledge and share some information “If have seen other Deal with Have you seen that?”
- Golden word: OPTIONS/BACKUP
- Role Play

Discover The Pain



- Might save some time just to ask them “what do you look for in a (vendor, new product....etc.)”
- Any goals you are focused on in the next 12 months?
- Would it be helpful to have.....???
- Let me put together information and I can walk you through it
- Close for appt or conference call
- Role Play

The Buying Process Questions



- How will that help you with
- What is your timetable to get this in place?
- Who else is going to help you with this decision?
- Have you identified a budget?
- Any reason you would not make this change?
- Role Play

Presentation/Demonstration



- Give some background/success to solution
- You mentioned X & Y are important to you....talk proof or show an example
 - Soft close “would this help with X?”
“ does this make sense?”
- Repeat this to show benefits of your product and how your solutions could help them
- Present pricing and trial close or close
- Role Play

Trial Closes

- A trial close is a 'test balloon' to gauge client interest – it is an opinion of the person but not the decision
- Assertive Trial Closes
 - “With the holidays coming up can you see how this will help your sales?”
- Passive Trial Closes
 - “Any reason that would stop you from making a change now?” / “Does that make sense?” / “Do you see how that might work for you?”
- Tells you when you can close and if you are on the right track

Closing Questions

- We could have this to you by _____
how is that date?
- Any reason this would not be a fit for
your company?
- What is the next step if you think this
is a good solution for your company?
- Role Play



THANK YOU