

Chris Gale 25th January 2024

**Differentiation is the driver
of success**

Sales Focus Masterclass

Why do SME's fail?

Sales

Profit

Pipeline

Cash

Marketing

Over-reliance on too few clients

Processes / Systems

Goals / Strategy

Forbes Business Intelligence 2023

“What makes small businesses succeed?”

- Detailed and specific understanding of your target market
- Knowing who your customers are
- Develop and execute on a proactive marketing plan
- Establish a clearly defined business development plan
- Effectively convert suspects into prospects
- Prospects into customers
- Customers into accounts
- Accounts into loyal patrons,
- Efficient execution of a structured and disciplined sales practice
- Understand and deliver world-class account management
- Focus on the competencies & skills required to deliver consultative, trusted advisor sales behaviours

The SME Challenge.... **RDS / DRS**

- 1, Resonate = Connect, engage, align
- 2, Differentiate = Stand out from the competition
- 3, Substantiate = Provide experience & proof
- 4, Deliver = Execute, exceed, go-beyond
- 5, Repeat = Stay in the room, stay engaged, learn
- 6, Scale = Cross-sell, Up-sell, service

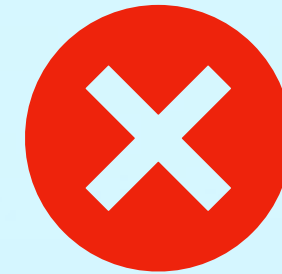
The SME Challenge.... **Marketing**

- 1, Resonate = Connect, engage, align
- 2, Differentiate = Stand out from the competition
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Huge gap between “knowing”, “Being”, and “Doing” in this area - why?

Content marketing / Inbound marketing

Outbound marketing - interrupts, interjects, disrupts, disturbs, challenges



Inbound marketing - natural alignment, support, enhancement of interest flows, authentic, engaging, tailored



What is content marketing?

Content marketing is the process of planning, creating, distributing, sharing, and publishing content via channels such as social media, blogs, websites, podcasts, apps, press releases, print publications, and more.

The goal is to reach your target audience and increase brand awareness, sales, engagement, and loyalty.

Question: Who is your market? Where do they “hang out”?



Passive to Active - AIDA

- Attention = Grab attention
- Interest = Build interest
- Desire = Create desire
- Action = Call to action

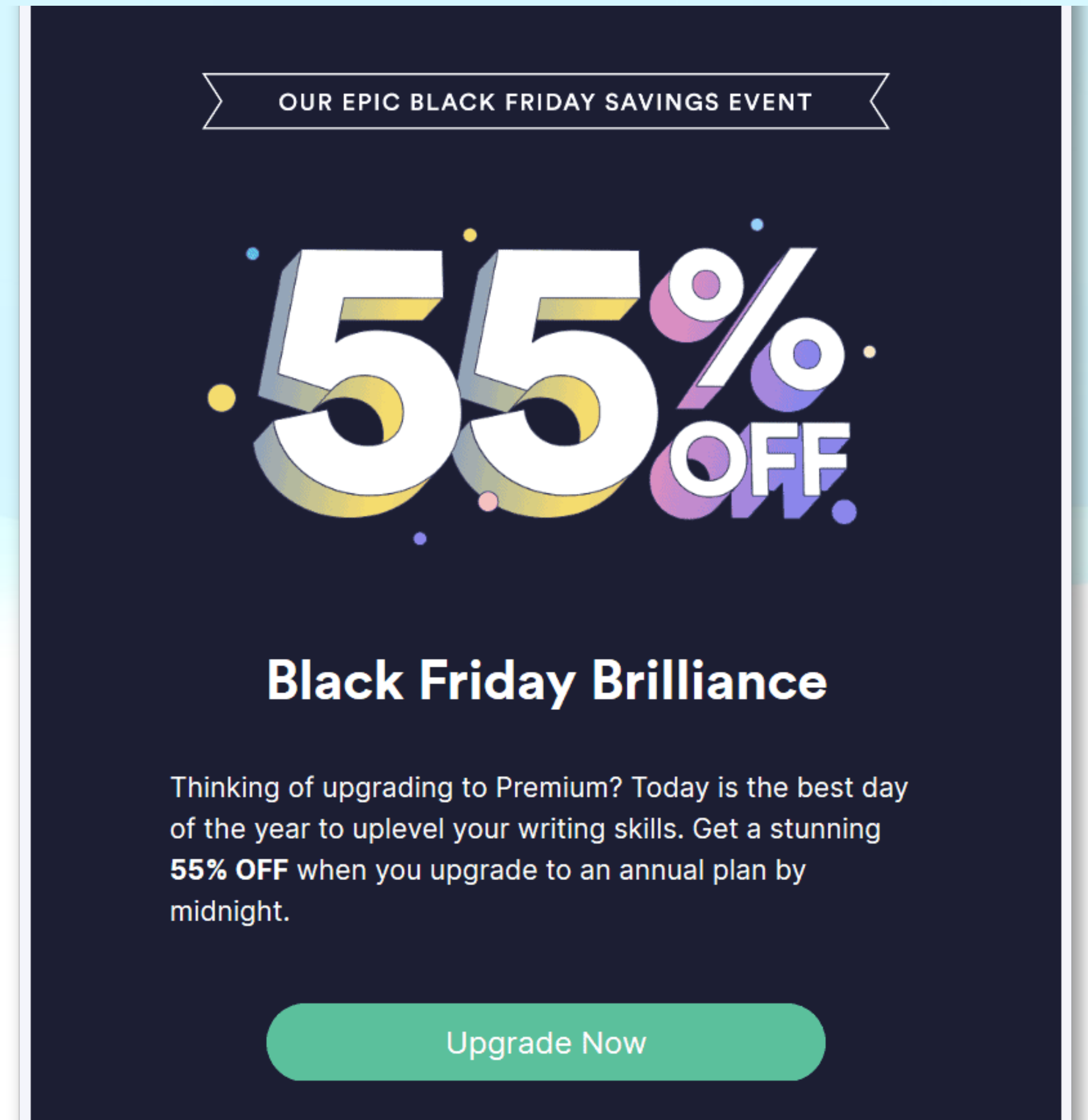
Market Demographics? Geographics? Psychographics? Behaviours?

Where do they “hang out”?

Customer personas?

What ‘tribe’ do they belong to?

Your customers problems or opportunities?



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Connect, Engage, Align, Resonate....

1. Connect with contacts who come across your business.
2. Join LinkedIn groups to contribute to the conversation.
3. Join relevant communities.
4. Make the most out of visuals.
5. Build a Business Page - Keep your business page up to date.
6. Deliver high-value content consistently.
7. Engage in an open, direct and helpful way.
8. Deliver valuable subject matter expertise.
9. Follow your competitors and their followers.
10. Look for buying signals and respond in a consultative way.
11. Use Instagram ads to target the right people.
12. Share case studies, examples, photographs, testimonials, feedback
13. Engage with users any way you can.
14. Give your audience something to interact with.
15. Give something away - low cost / high value (give to get)
16. Write about relevant topics.
17. Publish a genuine offer - align to customer buying cycle & compelling events.



Call to action!

- Easy recognisable product, service, solution
- An easily understandable offer
- A potential (well-researched) benefit
- Easy to comply call to action
- Consequence of inaction - e.g. missing out
- Expiry date, specific period
- No small print or Asterix mystery

Does it:

Resonate
Differentiate
Substantiate

Does it:

Grab attention
Build interest
Create desire
Call to action



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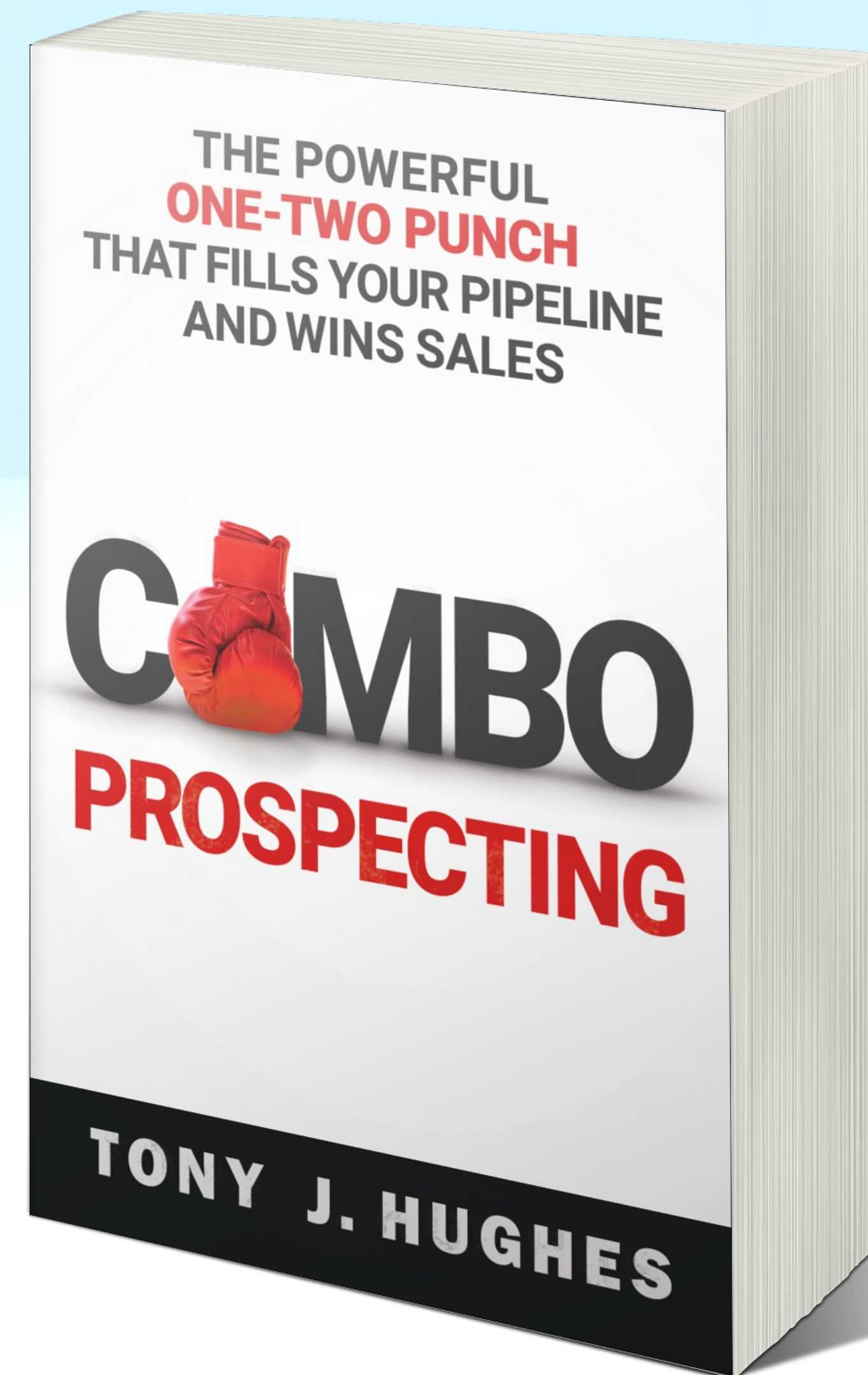
What's Inside?

- The dynamics of executive engagement and the human element of prospecting. (Earning the Right to Win)
- How to build your own brand, network and personal tools. (Building Your Platform)
- How to actually execute the approach. (Executing Your COMBO Strategy)
- How to be a sales leader. (The Act of Personal Sales Leadership)

The crux of Combo Prospecting is Tony's strategies for using multiple channels to engage buyers. Those channels include phone, voice mail, email, texting, social media and more. Combo Prospecting is about how to effectively combine all these channels. It's a road map on how to fill your pipeline with qualified opportunities.

What Is a COMBO?

A COMBO is a series of actions after completing some research. A Triple is a phone call, voice mail and then an email all completed within two minutes. There are also Quads, Quints & Sextets that make use of social media channels like Twitter and LinkedIn. This tight grouping of actions within a narrow window of time is key to success.



The SME Challenge.... **Fulfilment**

- 4, Deliver = Execute, exceed, go-beyond
- 5, Repeat = Stay in the room, stay engaged, learn
- 6, Scale = Cross-sell, Up-sell, service



Pace, Momentum, Energy, Urgency, Perfection, Integrity, Sensitivity, trust, positive intention

Are you set up for success?

Is everyone a highly trained member of the sales team?

- Identity, brand, vision, mission, strategy, values
- Team - one-team?
- Inbound enquiries?
- Service / Support requests?
- Complaints?
- Outbound communications
- Website, social media presence
- Content marketing engine
- Pipeline management
- Speed, efficiency, easy to buy from, obvious choice
- Differentiated at every step
- Customer centric
- Systems, processes, talk tracks, scripts, one-team, motivations, incentives, reward & recognition?



The SME Challenge.... RDS / DRS

1, Resonate

= Connect, engage, align

2, Differentiate

= Stand out from the competition

3, Substantiate

= Provide experience & proof



Sales mindset, activity, competency, skills, behaviours

4, Deliver

= Execute, exceed, go-beyond

5, Repeat

= Stay in the room, stay engaged

6, Scale

= Cross-sell, Up-sell, service



Sales discipline - Quantity, Direction, Quality, Pace, Energy

Essential's...



Sales practices, competencies & skills

The missing link for small businesses?

- Recent study, CSO Insights - companies with a formally trained sales process achieved a **20%** increase in win rates
- Research by Assoc for Talent Development, companies investing in sales training achieve **218%** higher revenue per sales head
- Research by 'Training Industry', well trained sales people achieve **50%** higher sales volume and **15%** higher profit per sale made
- LinkedIn research, **94%** of salespeople would stay at a company longer if they received formal sales training & coaching

The critical importance of mindset, structure, discipline, consistency, competency, skill?

Salespeople without the following skills do not succeed!



PRESENCE
Projecting confidence, credibility, and conviction in body language, voice, and words to show interest, gain respect, and inspire trust

RELATING
Using acknowledgment, rapport, and empathy to connect

QUESTIONING
Fostering openness and creating dialogue to uncover, explore, shape, and define needs

LISTENING
Actively understanding content and emotional messages in order to show interest, connect, learn, and build trust

POSITIONING
Presenting compelling information in a relevant, tailored, and logical way to be intellectually and emotionally persuasive

CHECKING
Eliciting feedback to inform your next move in the dialogue

Insight delivery & question back to your expertise!

“Being a subject matter expert”

- Teach - insight delivery
- Tailor - customise, bespoke
- Take control - assertion, momentum & pace

Challenger Selling Behavior



MATTHEW DIXON
AND BRENT ADAMSON



THE CHALLENGER SALE

THE CHALLENGER CUSTOMER



Selling to the Hidden Influencer
Who Can Multiply Your Results

BRENT ADAMSON, MATTHEW DIXON,
BESTSELLING AUTHORS OF *THE CHALLENGER SALE*
PAT SPENNER, AND NICK TOMAN

MATTHEW DIXON,
BESTSELLING COAUTHOR OF *THE CHALLENGER SALE*
NICK TOMAN AND RICK DELISI
of CEB

"This is what every business book should
be like: Stuffed with practical advice,
well-supported by research, and
written in a way that will keep you
eagerly flipping the pages."
—From the foreword by
Dan Heath, coauthor
of *Decisive*, *Switch*, and
Made to Stick



THE EFFORTLESS EXPERIENCE

CONQUERING THE
NEW BATTLEGROUND FOR
CUSTOMER LOYALTY



Selling with RESPECT (the art of not selling)

- **R**apport - Relate, empathise, build trust
- **E**xplore - Ask questions to understand wants, needs, desires, fears, values
- **S**ummarise - Check-in regularly to ensure constant alignment
- **P**resent - Propose the solution or opportunity 100% aligned to stated needs
- **E**xplain - Answer questions, resolve objections, clear the way...
- **C**onfirm - Mini-closes to ensure alignment & agreement
- **T**ransact - Conclude or move the sales forward with commitment to SMART actions

RESPECT skillset...

- **Rapport** - Sincere curiosity, connecting, relating, positive intention, trust building
- **Explore** - Advanced questioning & listening skills for deep discovery
- **Summarise** - Presence, listening, sensing, checking-in, focus, language / body language
- **Present** - Need, feature, advantage, benefit, value (NFABV)
- **Explain** - APITAC - Acknowledge, probe, isolate, trial, answer, confirm
- **Confirm** - Confidence, focus, assertion, summary skills, language skills
- **Transact** - Advance the sale with 'SMART' actions and be ready to circle back

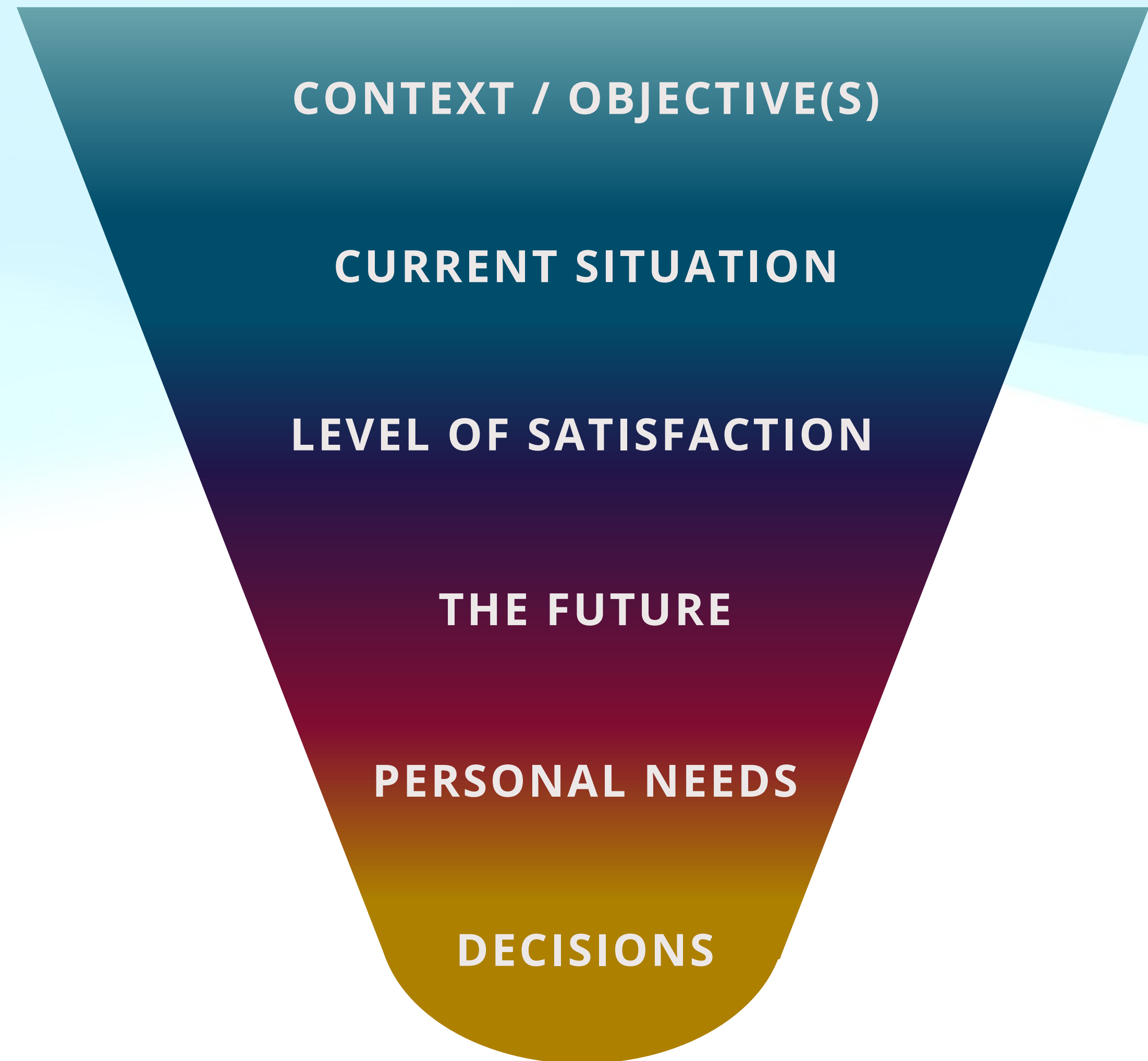
Asking questions, listening to the answers, and asking more questions to fully understand

- Closed questions
- Open questions
- Probing questions
- Acknowledge questions
- Trading questions
- Benefit questions
- Brave & Powerful questions
- Summary questions

**MOST PEOPLE DO
NOT LISTEN WITH
THE INTENT TO
UNDERSTAND;
THEY LISTEN WITH
THE INTENT TO
REPLY.**

Discovery focus...

Where do our
questions need
to probe?



Why are we scared of asking for commitment?

Call to action

Get SMART commitment

Follow up

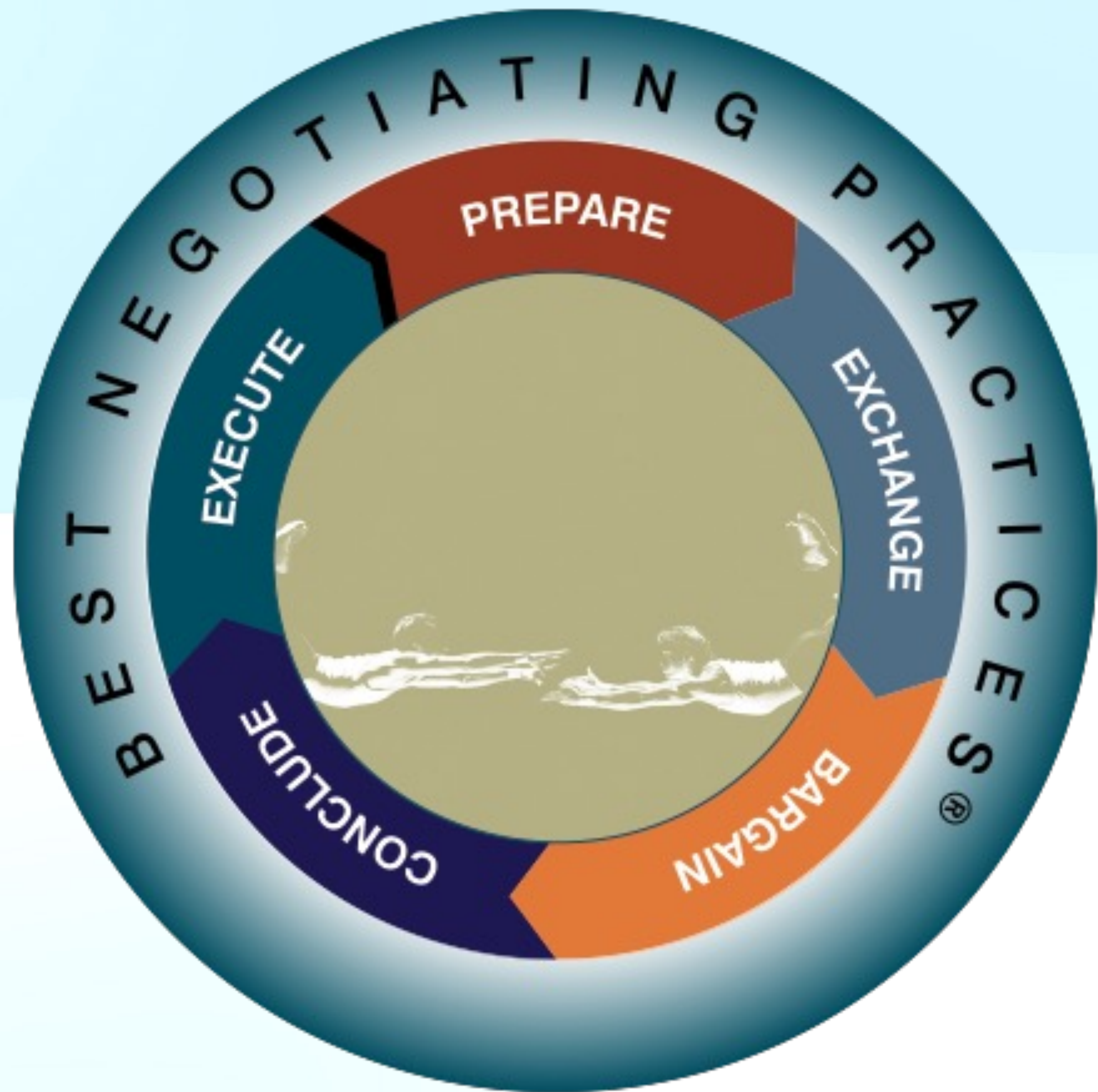
Advance

Follow Up

Close

Specific, measurable, Agreed, Relevant, Timed

The Negotiation Process + Top 10 Tips!



- 1, Everything we do in sales is preparation for negotiation
- 2, Never negotiate without preparation
- 3, Negotiation is always announced and agreed
- 4, Always have an exchange / discussion phase
- 5, Don't give anything away - everything has a value
- 6, Know your walk away point
- 7, Do not negotiate in response to a stated 'position'
- 8, Probe for motivations / interests and only negotiate with these
- 9, Concede in small steps and always get something in return
- 10, Confirm and document agreements as soon as they are agreed

Never ever be rushed, or forced into, or taken by surprise by a negotiation attempt.

Hear it, acknowledge it, name it for what it is and then propose a date & time for an initial discussion

20 actionable takeaways ...

- ONS Data (2023) on why SME's fail
- Forbes - making small businesses succeed!
- The SME Challenge - RDS / DRS
- Content marketing
- AIDA - Call to action!
- Optimising social media engagement
- COMBO Prospecting - Tony J Hughes
- Set up for success
- Essential sales success elements
- The six critical skills
- Teach, Tailor, Take Control (Insight delivery)
- Know your PESTEL - differentiation
- Three more 'Challenger' books you need to read!
- Selling with RESPECT model & skills
- Need, feature, advantage, benefit, value (NFABV)
- Acknowledge, probe, isolate, trial, answer, confirm (APITAC)
- The power of questions
- The focus of discovery
- Why do people lose sales at the last hurdle?
- Assertive negotiations





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**Differentiation is the driver
of success**

Thank you!

Sales Focus Masterclass