

Selling To Big Companies

**Book Review
+ My Notes**

Selling To Big Companies

— [**Jill Konrath's Best Selling Book**

— [**Jill - Leading Sale Strategist & Speaker**

— [**Fortune Must-Read Book - Sep 2008**

— [**Amazon Best Seller - 4 Years In Top 25**

Selling To Big Companies

Pros / Cons

Challenges

— [They Never Call Back

— [Calls Go To Voice-Mails

Challenges

— [Not Easy To Crack

— [Not Serious - TP

— [Learn From Us

— [Very Cost Competitive

— [My Way Or High Way

Why Sell To Big Companies?

— [The Sales High

— [Reference-able Customer

— [Grow Into Account

— [Big Money Over The Period

Daily Drill !

— [EXAMPLE OF DAY !

Selling To Big Companies



— [**1. Accepting the Challenge**

— [**2. Build the Foundation**

— [**3. Launch the Campaign**

— [**4. Break Through the Barriers**

— [**5. Advance the Sale**

Accepting The Challenge

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— [Old Selling Style Does Not Work With Enterprises

— [Corporate Decision Makers Are Very Busy

— [Product Dump / Sales Pitches Do Not Work

— [Voice-Mails / Emails Will Not Be Answered

What To Do?

— [Differentiate The Message

— [Divide The Company Into Departments

— [Get The Foot In The Door - Strategic Fit

— [Give Clear Value-Proposition

Making A Difference

— [How are they likely handling things relative to my offering?

— [What are the potential problems they're encountering?

— [What do I know about their industry, market, processes, workflow, and challenges that would be helpful to them? Why?

— [How are their issues similar to other customers of mine?

— [What might they have tried already to address these problems or achieve these goals?

— [What strategic initiatives are already underway?

Build The Foundation

Modern Selling Is :

— [Not About 100s of Emails

— [Not About 100s of Cold Calls

Modern Selling Is :

— [Targeting Businesses With High Likelihood Of Success

— [Identifying Ideal Target List

— [Focussing On The Target List

Identify The Ideal Company

— [What industry are they in?

— [How big are they? What are their revenues? How many employees?

— [What are their distribution channels?

— [What type of technology base do they utilize?

— [Who are their customers?

— [What is their development stage?

Ideal Company Psychographics

— [What is their vision and values?

— [What is their reputation in the marketplace or industry?

— [What are their management priorities?

— [What's most important to them?

— [Increasing sales? Cutting costs? Improving operational efficiency?

— [How would you evaluate their perception of your industry, product, or service offering?

Clear Value Proposition

A value proposition is a clear statement of the tangible results a customer gets from using your products or services.

It is focused on outcomes and stresses the business value of your offering.

Guidelines For Clear Value Proposition

— [Talk outcomes, not products or processes

— [Tie results to critical business issues

— [Use business terminology

— [Include metrics or statistics

— [Refer to actual client success

— [**FOCUS On ROI**

Jargons Customers Love !

— [Increased revenues or profitability

— [Faster time to market

— [Decreased employee turnover

— [Increased competitive differentiation

— [Decreased costs

— [Faster response time

— [Increased sales per customer

— [Improved asset utilization

— [Increased market share

Clear Value Proposition

“After working with our firm, one well known retailer saw a 54 percent increase in sales conversions and a 25 percent increase in average order size from their online sales.

Our clients typically see 40 percent to 150 percent improvement in key operating metrics such as profit margins, rates, and cost savings.”

Further Points - Building The Foundation

— [Be Reasonably Updated About Their Company

— [Monitor Trigger Events

— [Attend Events Where They Go

— [Avoid Small Networking Forums

Launch The Campaign

Launch The Campaign

— [Multi-Touch Campaign - Single Media Does Not Work

— [Don't Dump All Goodies At One Go - Level Wise !

— [Design A Campaign Toolkit

— [Focus on Information-Sharing / Relationship Only

— [Find Key Decision Makers

Campaign Toolkit

— Voicemail Script

— Telephone Script for Living Person

— Objections

— Case Studies

— Success Stories

— Relevant Articles

— White Papers

— Free Quotes

— Email Script

— Webinar

— PPT

Break Through The Barriers

Breakthrough

— [**Speak To Decision Maker As An Equal**

— [**Listen For Key Words:**

— Difficulties / Problems / Concerns / Issues

— Bottlenecks / Challenges / Frustrations

— I Wish I Could...

— [**Do Not Be In Hurry To Sell. Listen More.**

— [**Create Conversations. No Pitches**

Breakthrough

— [Do No Promise Magical Wand

— [Plan Your Questions

— [Use Questions To Demonstrate Your Knowledge

— [Again, Focus On Business Results

Breakthrough

— [**Tell Me More - Expand The Discussion**

— [**We ARE Happy With Current Vendor - Knowledge / Ideas**

— [**Send Me A Brochure**

— [**There Is No Budget Left !**

Breakthrough

— [Keep In Constant Touch

— [Use Multiple Contacts - Multiple Information

— [Send Interesting Articles

— [Send Website URLs

— [Invite To Seminar

Gatekeepers

— [Respect The Gate-Keepers

— [Never Lie

— [Never Use Intimidation Tactics

— [Never Treat Them As Stupid

— [Never Be Evasive

— [Be-Friend Them

— [Be Ready With : What Is This Regarding?

Advancing The Sale

Advancing The Sale

— [Good Selling Is About Creating Conversations With Decision Makers, Not Pitching Alone

— [Focus On Their Business Results

— [Become Their Trusted Advisor

Conducting The Meeting

— [Opening : Intro + Agenda Confirmation (5-10 Min)

— [Lead The Discussion : Set The Stage + Transition To Qs + Focus On Biz Issues (40-45 Min)

— [Advance The Process : Summary + Next Steps (5-10 Min)

Example of Similar Customer

— [How Customer Worked Earlier

— [Problems Encountered

— [Business Ramifications Of The Same

— [Specific Value-Added + Outcomes Realized Because Of You!

Follow-Up

— [Decisions Are Time-Consuming Process

— [Follow-Up Meetings / Phone Calls

— [Follow-Up With Decision-Maker, DM's Colleagues & Internal Teams

Review

— [Review The Process

— [Review Each Meeting - What Went Right, Wrong?

— [Learn

Extra Points

— [**Networking Is A Waste Of Time**

— [**Who Your Biggest Competitor Is?**

— [**Filling The Pipeline Is No Longer The Best Sales Strategy**

— [**Traditional Seller Vs New Seller**

What Prospects Want?

— [Things That Help Achieve Goals / Objectives

— [Things That Make Life Easier

— [Great Ideas That Make A Difference

— [Think For Them !

What Prospects Don't Want?

— [Sales Pitches

— [Sales Person's Business

— [Their Own Business

— [No Extra Friends

— [Self-Serving Garbage