



simple.sales.strategy

strategic. simple. sane

simple.sales.strategy

The Oldest Profession

Nothing Happens until it is SOLD!

The Most Elusive Skill is
SILENCE!



© 2019 simple.sales.strategy

simple.sales.strategy



Go get'em Tiger !!



© 2019 simple.sales.strategy

simple.sales.strategy

Sales training sucks



© 2019 simple.sales.strategy

simple.sales.strategy

Strategy
a plan, method, or series of maneuvers or
stratagems for *obtaining* a specific goal or result

Tactic
a plan, procedure, or
expedient for *promoting* a
desired end or result.



© 2019 simple.sales.strategy

simple.sales.strategy

You can't manage it unless you

Measure it



© 2019 simple.sales.strategy

simple.sales.strategy

A Plan



© 2019 simple.sales.strategy

simple.sales.strategy

Eighty - Twenty

20% bring the 80%

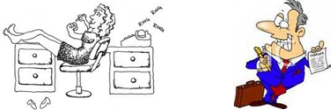
So lets do what the 20% do



© 2019 simple.sales.strategy

simple.sales.strategy

The Tale of Two Twenties



© 2019 simple.sales.strategy

simple.sales.strategy

It's a NUMBERS Game

Really ?



© 2019 simple.sales.strategy

simple.sales.strategy

People Buy

Know
Like
Trust



© 2019 simple.sales.strategy

simple.sales.strategy

Most people buy after 7-9 "impressions"



Most reps quit after 3



© 2019 simple.sales.strategy

simple.sales.strategy

A lead or prospect has

Value
(or a negative value!)



© 2019 simple.sales.strategy

simple.sales.strategy

Get → Give
Give ← Get



© 2019 simple.sales.strategy

simple.sales.strategy

No Instant Pudding !



© 2019 simple.sales.strategy

simple.sales.strategy



© 2019 simple.sales.strategy

simple.sales.strategy

Art is a way of making....
science is a way of knowing...
- Wendell Berry -



© 2019 simple.sales.strategy

simple.sales.strategy

Structure
(science)



© 2019 simple.sales.strategy

simple.sales.strategy

Key Principals

Who are you calling?

What are you saying?

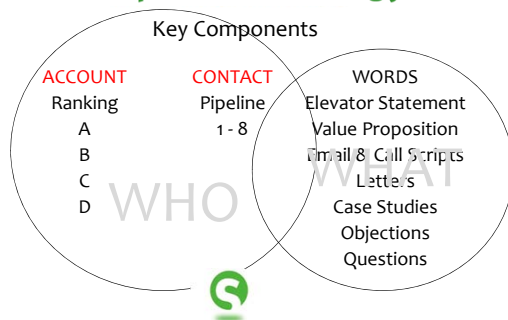
When?
(+ how often with what)



© 2019 simple.sales.strategy

simple.sales.strategy

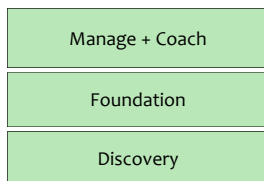
Key Components



© 2019 simple.sales.strategy

simple.sales.strategy


Structure



© 2019 simple.sales.strategy

simple.sales.strategy

The genius is in breaking it down...
My friend Chance




© 2019 simple.sales.strategy

simple.sales.strategy

Structure

- Management/Coaching
- Foundation
- Discovery



© 2019 simple.sales.strategy

simple.sales.strategy

Discovery
- Who - What - Where -

Best Customers and Why

- Market Verticals
- Most "grow-able"
- Objections
- Concentrics - Clones
- Competition
- Best practices
- Underutilized assets
- Unique capabilities



© 2019 simple.sales.strategy

simple.sales.strategy

LEAD Gen

Jigsaw

LinkedIn

Salesgenie

Low Hanging Fruit
(niche)



© 2019 simple.sales.strategy

simple.sales.strategy

Key Components


ACCOUNT
Ranking

A
B
C
D

CONTACT
Pipeline

1 - 8

WHO



© 2019 simple.sales.strategy

simple.sales.strategy


Ranking
-ACCOUNTS-

A - Top of Mind ← A+ Hard Work Creative

B - Working

C - Drip Marketing

D - Dead - Capture for future




© 2019 simple.sales.strategy

simple.sales.strategy


Funnel
coarse + fine

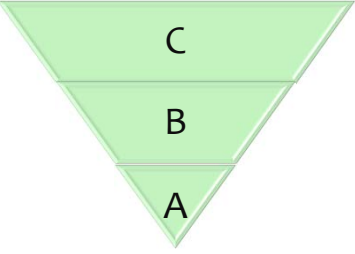
<p>Public</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 	<p>Private</p> <ol style="list-style-type: none"> 1. 2. 3. 4.
--	---



© 2019 simple.sales.strategy

simple.sales.strategy





© 2019 simple.sales.strategy

simple.sales.strategy

Pipeline
- CONTACTS -

Lead generation	1. Suspect - QUALIFYING through a Defined Funnel.
Qualifying	2. Qualified Prospect - RANKING A-B-C-D.
Setting the Appointment	3. Introduction - Value Proposition SCRIPTING .
Presenting/Probing	4. Appointment - PRESENTING and Value Qualification
Samples/Budgets etc.	5. Action - Relationship Building, Value Building and Testing.
Value + Total Cost	6. RFQ - Proposal Building, ROI and PRICING Strategy.
VALUE beyond \$	7. Closing - Culmination of TRIAL Closing in previous Stages.
+ MARGIN	8. Maturity - Building a VALUED Customer.



© 2019 simple.sales.strategy

simple.sales.strategy

Management/Coaching

Foundation

Discovery



© 2019 simple.sales.strategy

simple.sales.strategy

CRM
CUSTOMER RELATIONSHIP MANAGEMENT

Excel
Goldmine
Prophet
Act!
salesforce.com
Zoho CRM



© 2019 simple.sales.strategy

simple.sales.strategy

CRM COMPONENTS

Leads
Accounts – Ranked (A-D)
Contacts – Pipeline (1-8)
Asset Library
Opportunities
(RFQ, Deals, Bids)
Activities
Reports



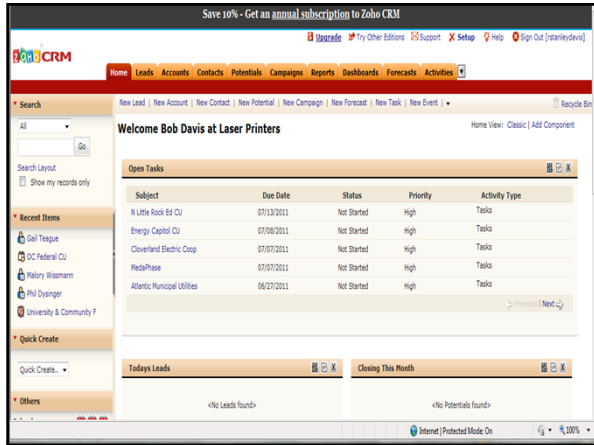
© 2019 simple.sales.strategy

simple.sales.strategy

CRM
COMPONENTS
Asset Library
email intro
confirm appointment
case studies
follow-up to appointment
scripts
equipment lists
white papers



© 2010 simple.sales.strategy



simple.sales.strategy

Key Components

WORDS
Elevator Statement
Value Proposition
Email & Call Scripts
Letters
Case Studies
Objections
Questions



© 2010 simple.sales.strategy

simple.sales.strategy

- Words
- Elevator Statement
- Value Proposition
- Call Scripts & Structure
- Email Scripts
- Voice Mail Scripts
- Case Studies
- Trial Closes
- Objection Library
- Question/Probing Library



© 2019 simple.sales.strategy

simple.sales.strategy

Scripts

Intro

Good morning James... Bob Davis with Ajax Engineering.. We design and manufacture specialized widgets for companies like Wonderful Co, Great Industries and Big Inc.. I have done some preliminary research on Super Inc. and I believe we can have a high value conversation on how we might add value to your business.

Value Proposition

James... these companies realized significant improvement in cycle times and cost reductions by utilizing the elongated widget we developed. I would like to share that story with you.

Ask

I am in North Austin next Wednesday and Thursday meeting with clients, would you check your calendar and tell what might be convenient for you?



© 2019 simple.sales.strategy

simple.sales.strategy

Objections

- We are already taken care of*
- I don't have time*
- Send me some information*

You know James.. I don't expect anything would happen right away.. As I said companies that look like yours have gained business advantages in working with us, my only purpose to share that story and see how I might help you.

You know James... Fred Smith.. The senior buyer at Big Inc said that the first time we spoke. Now they are taking advantage if our JIT widget delivery program and saving time and money. He is very happy that he carved out 15 minutes with me.

James.. I would happy to do that, I could just send generic information but since your time is valuable.. as is mine, would you share specifically what would be most beneficial to you in making a decision.

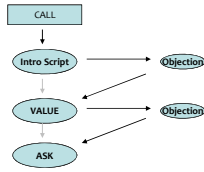


© 2019 simple.sales.strategy

simple.sales.strategy

Structure

Call for Appointment



© 2019 simple.sales.strategy

simple.sales.strategy

Probing

1. If the speed of X could be improved, what would it mean for you?
2. What are your major challenges?
3. Describe your process for...?
4. Are you experiencing problems with...?
5. What are your customers telling you about...?
6. How much staff time does it take...?
7. Do you have any concerns in the area of...?
8. Do you have any in-house expertise for...?
9. Describe your biggest unmet needs in terms of...?
10. If someone needs what you offer, what keeps them from



© 2019 simple.sales.strategy

simple.sales.strategy

Management/Coaching

Foundation

Discovery



© 2019 simple.sales.strategy

simple.sales.strategy

Pipeline

-CONTACTS-

1. **Suspect** - Qualification through a Defined Funnel.
2. **Qualified Prospect** - Ranking A-B-C-D.
3. **Introduction** - Value Proposition Positioning.
4. **Appointment** - Presentation and Value Qualification
5. **Action** - Relationship Building, Value Building and Testing.
6. **RFQ** - Proposal Building, ROI and Pricing Strategy.
7. **Closing** - Culmination of Trail Closing in previous Stages.
8. **Maturity** - Building a Valued Customer.



© 2010 simple.sales.strategy

simple.sales.strategy

Key Principals

Who are you calling?

What are you saying?

When?
(+ how often with what)



© 2010 simple.sales.strategy

simple.sales.strategy

Account/Prospect Pipeline

Rating	Pipeline	Account Name	Contact Name	City	State	Modified
A	6 - RFQ	Χαμηλός	Τομας Φαράκης	Trinity	TX	10/21/2010 10:00 AM
A	6 - RFQ	Εργα. Κοσμοπολιτών	Ανν Παύλου	San Antonio	TX	10/26/2010 02:52 PM
A	5 - Action	Χαμηλός	Καίτη Φαράκη	Trinity	TX	09/23/2010 09:59 AM
A	5 - Action	Φυλακός Εργαστηρίου	Μαχη Χυτίνας	Houston	TX	10/11/2010 10:03 AM
A	5 - Action	Εργα. Αυστ. Ωκεαν.	Βυλβη Μπαρσοβί	Austin	TX	10/11/2010 09:59 AM
A	4 - Appointment	Αυτο. Καραμενίου	Παύλος Ηαδσάγ	Austin	TX	09/23/2010 10:02 AM
A	4 - Appointment	Μοναχ. Καραμενίου	Παύλος Ηαδσάγ	Killeen	TX	09/21/2010 10:46 AM
A	4 - Appointment	Μοναχ. Καραμενίου	Γιάννης Εθόλας	Killeen	TX	09/23/2010 10:32 AM
A	4 - Appointment	Εργα. ΜΕ	Ιωάννη Εθόλας	Killeen	TX	10/18/2010 09:56 AM
A	3 - Intro	XBP	Κώστας Ηαδσάγ	Houston	TX	11/08/2010 11:50 AM
A	3 - Intro	Αρμενίου Σαβαν Ε.Α.	Αλέξανδρος Σαβαν	San Antonio	TX	09/23/2010 10:05 AM
A	3 - Intro	Αρμενίου Σαβαν Ε.Α.	Παύλος Ηαδσάγ	San Antonio	TX	09/11/2010 10:12 AM
A	3 - Intro	Ανακ. Ηαδσάγ	Μαχη Χυτίνας	Houston	TX	09/22/2010 09:28 AM
A	3 - Intro	Εργα. Κοσμοπολιτών	Παύλος Φαράκης	San Antonio	TX	09/21/2010 11:37 AM
A	3 - Intro	Υπερμετρω. κλ. Εργα.	Βελ Ηαδσάγ	Houston	TX	09/23/2010 10:04 AM
A	2 - Qualified	Αρμενίου Σαβαν Ε.Α.	Χαίρως Χυτίνας	Austin	TX	09/17/2010 10:13 AM
A	2 - Qualified	Ανακ. Εργα. Ε.Α.	Παύλος Ηαδσάγ	Austin	TX	10/18/2010 10:39 AM
A	2 - Qualified	Ανομι. Ε.Α.	Αλέξανδρος Φαράκης	Houston	TX	10/19/2010 09:25 AM
A	1 - Suspect	AASFTANTTENEPAA	Γραφ. PRAEP	Austin	TX	09/23/2010 09:58 AM
A	1 - Suspect	TEENEPAALMIIAPT	Γραφ. PRAEP	Austin	TX	09/23/2010 09:58 AM
A	1 - Suspect	AASFTANT AHIAPTMENT	Γραφ. PRAEP	Austin	TX	09/23/2010 09:58 AM



© 2010 simple.sales.strategy

simple.sales.strategy

ACTIVITY (accounts + leads)

Modified Time	LEADS	Account Name	Subject	Due Date	Status	Type
12/01/2010 11:30 AM	-	Σολομός Ε.Α.	Follow up	12/01/2010	Completed	Tasks
12/03/2010 09:31 AM	-	Νεμετσόλη Αρτοποιία	call	12/01/2010	Completed	Tasks
11/29/2010 10:10 AM	-	Υποκαταστήματα Κόλαση Φαλαγγασίας	call	11/22/2010	Completed	Tasks
11/29/2010 10:09 AM	-	Αυτοκίνητα Χαλκίδα	HBC Job Starts	11/22/2010	Completed	Tasks
11/29/2010 01:21 PM	-	Αυτοκίνητα Ε.Α.	email sent	11/29/2010	Completed	Tasks
12/03/2010 09:22 AM	-	Υποκαταστήματα Κόλαση Φαλαγγασίας	call	11/29/2010	Completed	Tasks
12/03/2010 09:32 AM	-	Μύλων Φωδών	call	12/02/2010	Completed	Tasks
12/03/2010 09:24 AM	-	Σύνορα Ραβύλες	call	11/29/2010	Completed	Tasks
12/03/2010 09:22 AM	-	Καλαμάκι Οικονομικά Υποκαταστήματα	call	11/29/2010	Completed	Tasks
11/29/2010 10:15 AM	-	Αυτοκίνητα Ε.Α.	call	12/13/2010	Not Started	Tasks
11/29/2010 01:04 PM	-	Μύλων	called	11/29/2010	Completed	Tasks
11/29/2010 01:45 PM	IEEAL M&M&P	-	email intro	11/29/2010	Completed	Tasks
12/03/2010 09:26 AM	IEEAL M&M&P	-	Call	12/02/2010	Completed	Tasks
11/29/2010 01:51 PM	Εκπαιδευτική	-	email sent	11/29/2010	Completed	Tasks
12/03/2010 09:29 AM	Εκπαιδευτική	-	call	12/02/2010	Completed	Tasks
11/29/2010 02:01 PM	-	Φαρμακείο Σαγανάκι	email set	11/29/2010	Completed	Tasks
12/03/2010 09:28 AM	-	Σπριντ	call	12/02/2010	Completed	Tasks
12/03/2010 09:32 AM	Αυτοκίνητα Χαλκίδα	-	call	12/02/2010	Completed	Tasks
11/29/2010 02:10 PM	-	Χαλκίδα	email sent	11/29/2010	Completed	Tasks
12/01/2010 10:25 AM	-	Χαλκίδα	call	12/01/2010	Completed	Tasks
11/29/2010 02:13 PM	Εκπαιδευτική	-	email set	11/29/2010	Completed	Tasks
12/03/2010 09:27 AM	Εκπαιδευτική	-	call	12/01/2010	Completed	Tasks

Grand Total 64 Records



© 2010 simple.sales.strategy

simple.sales.strategy

RFQ

RFQ Owner	Account Name	RFQ Name	Closing Date	Stage	Probability (%)	Amount
Carrie Smith	Αδελφάκια	Βάβυ Γ. Χαρτίδες	10/21/2010	Closed Won	100	\$77,131.80
Carrie Smith	Αυτοκίνητα Χαλκίδα	Ρεμπροκό Βάβυ Α. Ραβύλες	10/22/2010	Closed Won	100	\$30,149.16
Carrie Smith	Βόνος	Ρεμπροκό Βαβύ Α. Χαλκίδα	10/22/2010	Closed Won	100	\$2,220.00
Carrie Smith	Αυτοκίνητα Χαλκίδα	Ρεμπροκό Βάβυ Α. Χαλκίδα	10/22/2010	Closed Won	100	\$4,495.20
Carrie Smith	Σμύτη	Ηλεκτρονικά Βιβλιοπωλεία	11/01/2010	Positive Feedback	95	\$9,502.20
Carrie Smith	Αυτοκίνητα Σαγανάκι	Ηλεκτρονικά Βιβλιοπωλεία	11/08/2010	Positive Feedback	95	\$6,232.02
Carrie Smith	Αυτοκίνητα Χαλκίδα	Ηλεκτρονικά Βιβλιοπωλεία	11/08/2010	Positive Feedback	95	\$2,758.52
Carrie Smith	Φαρμακείο	Χαλκίδα Ιεραπόστολίας	11/10/2010	Positive Feedback	95	\$27,749.50
Carrie Smith	Αυτοκίνητα Χαλκίδα	IBX Ροσός	11/12/2010	Spec Bid	75	\$34,333.00
Carrie Smith	Αυτοκίνητα Σαγανάκι	Κρασί: Τριανταφυλί Ναντα	12/07/2010	Spec Bid	75	\$2,744.00
Carrie Smith	Αυτοκίνητα Χαλκίδα	Ρεμπροκό Αλαργίου Αυτή	12/13/2010	Spec Bid	75	\$45,395.00
Carrie Smith	Φαρμακείο	Φαρμακείο Χαλκίδα	11/12/2010	Initial Specs	15	\$9,585.00
Carrie Smith	Φαρμακείο	Φαρμακείο Ελευθέρι	11/12/2010	Initial Specs	15	\$3,422.00
Carrie Smith	Αυτοκίνητα Χαλκίδα	Ναυπηγείο Σαγανάκι	10/22/2010	Initial Specs	15	\$2,220.00
Carrie Smith	Φαρμακείο	Ελλάδα Ροσός	11/19/2010	Initial Specs	15	\$4,789.00
Carrie Smith	Εργαστήριο Χημείου	Αυτοκίνητα Χαλκίδα	12/01/2010	Closed Lost	0	\$34,588.00
Carrie Smith	Φαρμακείο	Ελλάδα Ροσός	10/29/2010	Closed Lost	0	\$62,500.00



© 2010 simple.sales.strategy

simple.sales.strategy

Why it works?

- THE VALUE -

Efficiency – 7-9 impressions

Sustainable

Dashboard/Reporting

Training

(the right tactics at the right time)

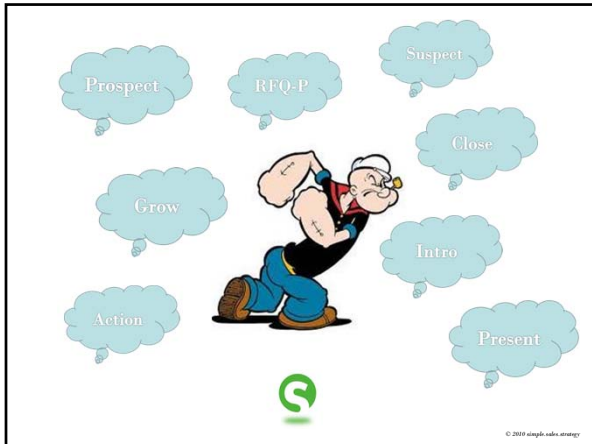
Asset Value

Continuous Improvement

Corrective Action



© 2010 simple.sales.strategy



simple.sales.strategy

How Can I Serve?

- Sales Management Consulting
- Company Workshops
- Boot Camp!
- Sales Teams
- Sales Teams for Hire
- Speaking



© 2019 simple.sales.strategy

simple.sales.strategy

What my Clients Have Said

Bob Davis has been a tremendous help to Denim Group. His perspective, coupled with his focused sales strategy, help clarify our sales processes and better focus our prospecting efforts. **He had direct financial impact to our company**, and became a **trusted advisor** over his tenure working with our sales team. I'd highly recommend Bob to growing companies looking to grow even more quickly!

John B. Dickson, CISSP
 Principal
 Denim Group
 San Antonio, Texas



© 2019 simple.sales.strategy

simple.sales.strategy

What my Clients Have Said

"Bob's Sales Boot Camp was a game changer!"
Deborah L. Kerr, PhD - Partner at affintus llc

**"I have to tell you - the class that Lorelei attended has made a huge difference in her focus and productivity!
Thank you, thank you, thank you."**

Melynda Caudle - President at Cooper Consulting

The environment was high-energy, collaborative, simplified and action-oriented"
" Paige Webb - New Business Development at The Effective Edge



© 2019 simple.sales.strategy

simple.sales.strategy

Tools

- 50 Questions
- Master Spreadsheet for Organizing and Importing
- Elevator Statement Guidelines
- Rating / Pipeline Summary
- Copy of this Presentation



© 2019 simple.sales.strategy

simple.sales.strategy

- "T" Tools
- "B" Boot Camp



© 2019 simple.sales.strategy

simple.sales.strategy

?



© 2019 simple.sales.strategy




simple.sales.strategy

strategic. simple. sane

simple.sales.strategy

Action Items

1. Build a List (sample)
2. Rank and Pipeline the List
3. Create a Next Step for each "A"
4. Develop an Elevator Statement
5. Develop and Practice a Call Script
6. Ask for a Referral Every Day
7. List your Common Objections & Responses
8. Learn Trial Close Techniques



© 2019 simple.sales.strategy
