



[www.salesaccelerator.io](http://www.salesaccelerator.io)

**YEAH, IF YOU COULD CALL ME THE  
NEXT TIME YOU NEED TO BUY A PRODUCT**

*sales humor*

**THAT WOULD BE GREAT**

**Know Your Boundaries**

# What is your target market?

- Industry
- Company Size
- Reason they're a fit
- Opportunity

# Who is your target Buyer?

Who are they?

What do they do?

What are the challenges they face?

What do they care about?

What are you going to do for them?

# What avenues will you use to find them?

Organizations

Linkedin

Google

Job sites

What actions will you take to get this done?

1) People don't like to be sold too, but they love to buy.

2) Losses loom larger than gains.

3) People remember how you made them feel, not what you said.

4) It's ok to let prospects go.

5) People are emotional.

# Emotional Intelligence

Refers to how individuals deal with intrapersonal or interpersonal emotional information. More specifically, it refers to how an individual identifies, expresses, understands, regulates and ones his emotions or those of others.

<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0062635>

# SPIN

**S**ituation, **P**roblem, **I**mplication, and **N**eed-Pay-off questions.

SPIN selling trains reps to develop a question based, customer-centric approach that uncovers needs, establishes trust, and enables the customer to arrive at a solution that's aligned with your offering.

**Pro:** Great approach for discovering customer's pain points and enabling them to arrive at a solution.

**Con:** Most clients nowadays expect you to already know the answers to many of SPIN's questions before your first meeting.

# The Challenger Sale

In response to today's online, educated buyers, the most successful sales reps '**challenge**' their clients rather than simply uncovering needs and offering a solution.

That is, they actively *teach* their clients on how to avoid pitfalls within their industry, ***tailor*** their message to each decision maker, and aren't afraid to ***assert control*** of each and every sales call.

**Pro:** Great approach for establishing trust and differentiation in a competitive environment. Backed by extensive research.

**Con:** Advanced communication style that takes practice.

# The Sandler System

The Sandler System is based entirely on *people*, with a focus on understanding human dynamics and buying behavior rather than standard sales processes and formulas.

Buyer Personas

<http://www.makemypersona.com/>

**Pro:** Strong foundation for sales based on understanding *people*.

**Con:** requires continuous on-the-job coaching that constantly reinforces and supports lasting behavioral changes.

# Value Proposition

Who are you?

What makes you special?

What do you want to talk about?

# Script Framework

**Intro:** This is \_\_\_\_\_ calling from \_\_\_\_\_.

**Salutation:** How are you?

**Purpose:** I'm calling today to talk about\_\_\_\_\_.

**Ask for time:** Can I get a few minutes of your time?

**Value Proposition**

**Check-in:** Does that make sense?

**Value Proposition continued**

**Call to Action:** Can we put 15 minutes in the calendar next week to talk more?

1) You miss 100% of the shots you don't take.

2) You don't know what you don't know.

3) Sales is a process, enjoy the process.