



The Winning by Design framework applied to SalesDeck within SalesDeck



About Winning by Design and SalesDeck



Winning by Design supports Sales, Customer Success, and Marketing teams as they design, build, and scale their revenue organizations, specializing in Remote Selling. They now help global enterprise organizations and Fortune 500 companies apply those best practices to achieve sustainable growth.



SalesDeck is a unique virtual selling platform that increases Sales team CVR and sales readiness, enables remote management, and vamps Sales operational excellence. Its gamified card system makes it easy to follow sales processes and collaborate with customers during virtual customer meetings.



First meeting using the SPICED Framework

SPICED is a framework **that helps you better diagnose your prospects**. Just like a doctor, your prescribed solution should help them achieve their desired outcomes—and that prescription requires you to solve the source of their pains, not just the symptoms.

Using SPICED as a framework, **you can find and organize information systematically** to make sure you understand your prospect's background, pains, desired impacts, and how and when they will commit to your solution. Use SPICED as a framework to gather information on calls, for hand-offs between teams, (e.g., prospecting to sales, sales to customer success), or for summarizing deals during internal forecasting meetings.



SPICED, defined

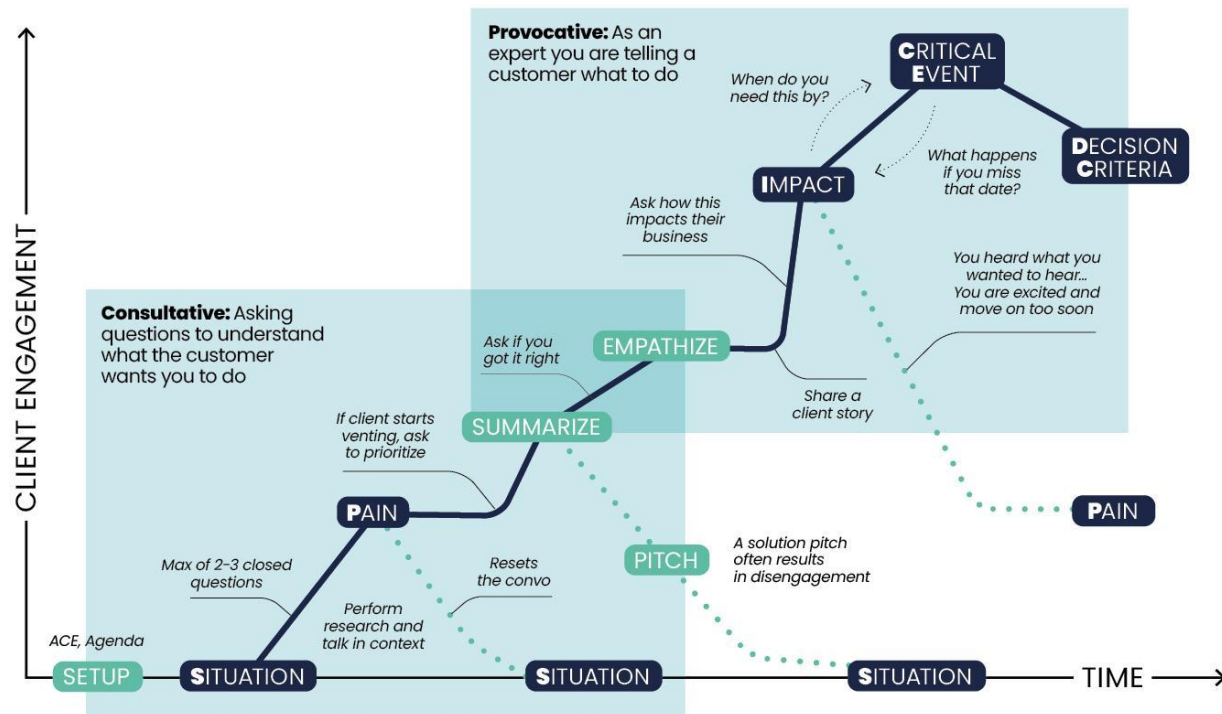
S > Situation Facts, circumstances and background details about your projects

P > Pain The challenges that brought the prospect your way

I > Impact How you impact your prospect's business

CE > Critical Event
Deadline to achieve that impact

D > Decision The process, committe and criteria involved in purchasing a solution

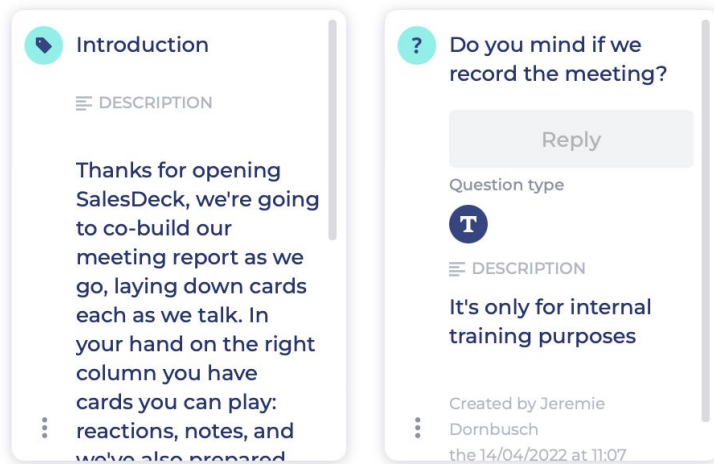


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Open

Exchange pleasantries. Ask approval to take notes/record the call. If applicable, ask if they reviewed the asset that was included in the calendar invite or pre-call email.



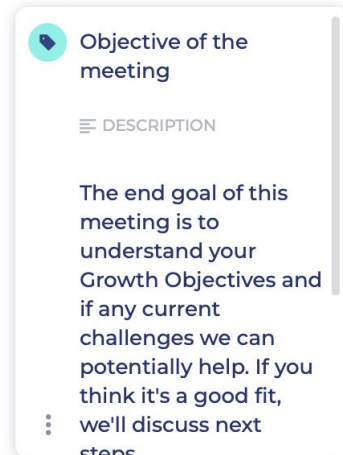
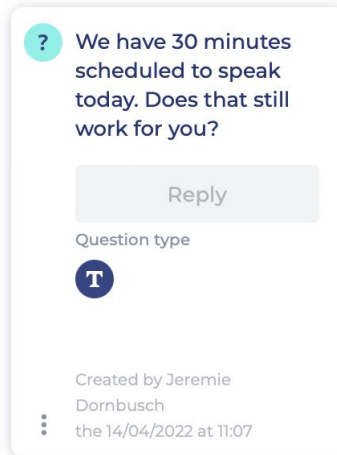
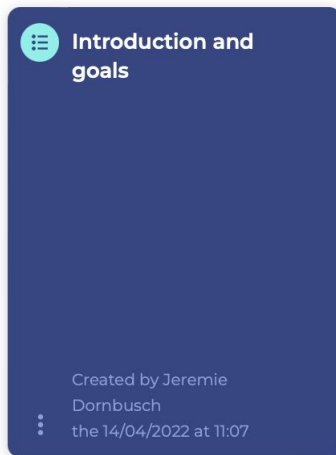
Ace

Orchestrate the call, check the time, set the end goal, and engage:

A > Appreciate: *Appreciate you taking the time*

C > Check time: *Are we still good for 30 minutes? (ask everyone)*

E > End goal: *Typically at the end of this call, we agree to...Ask: Does that sound right?*



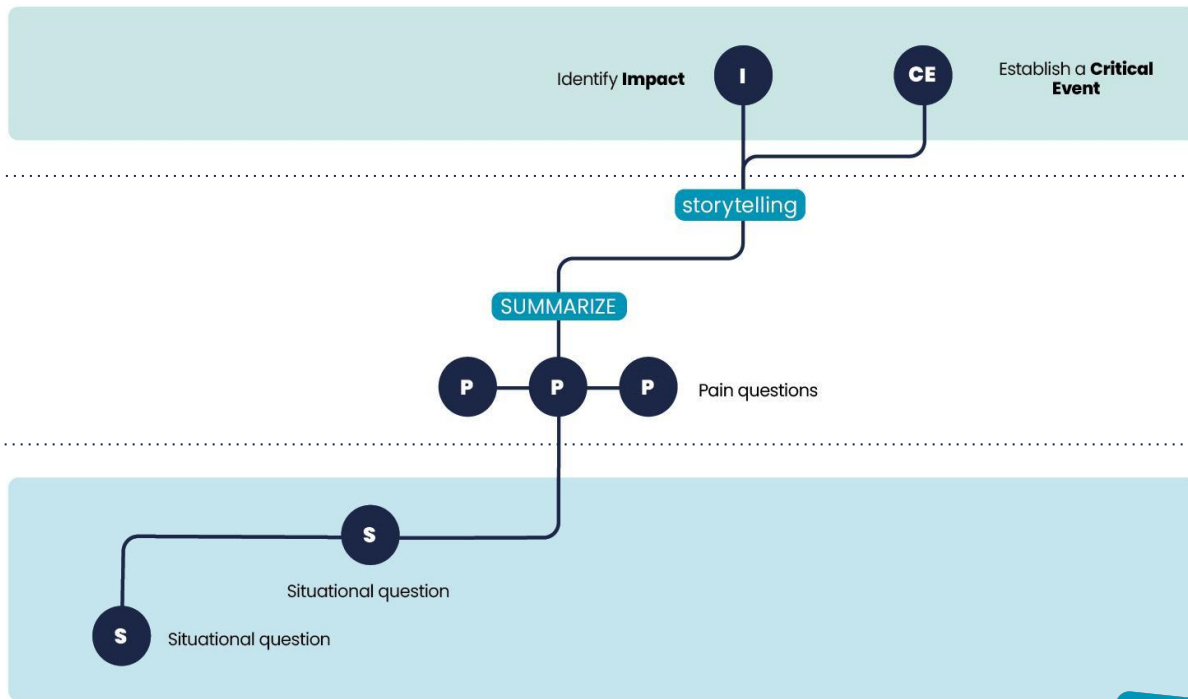
Test multiple situation / pains

to find the one with impact and critical event
that could motivate a decision

Help the decision process:
go for **Impact**
or **Critical Event** first? >

Allow the customer
to share their **Pain Points** >

Use **context** to allow you
to get to the point faster >



Situation 1: Conversion Rate

 Sales Efficiency

?

Do you measure the individual conversion of your sales people?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 11:08

?

Is there a significant difference in these conversion rates?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 11:10

?

How are your salespeople conducting their meetings today?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 11:10

Begin with situational questions that show you have done some research, but also help you qualify the prospect based on basic minimal requirements. These are closed-ended questions that help set the context.



Pain 1: Conversion Rate

When you begin asking pain questions, don't just ask the generic and overused *"What keeps you up at night?"* Ask more thoughtful questions like, *"When speaking to other Directors of Sales, they usually mention that challenges X, Y and Z are their top priorities to solve. To what extent is [X challenge] important to you?"* Summarize what you've heard before moving forward. This demonstrates that you're actively listening and actually care about helping them.



If I understand correctly, you currently do not have any standard methods?

≡ DESCRIPTION

Type your description...

Created by Jeremie Dornbusch

the 14/04/2022 at 11:10



Salesprocess

≡ DESCRIPTION

If I understand correctly, your sales reps currently do not systematically apply the methods you have put in place?

Created by Jeremie Dornbusch

the 14/04/2022 at 11:11



sales process conduct

≡ DESCRIPTION

If I understand correctly, you rely on large management teams to ensure that salespeople conduct their appointments in a consistent manner?

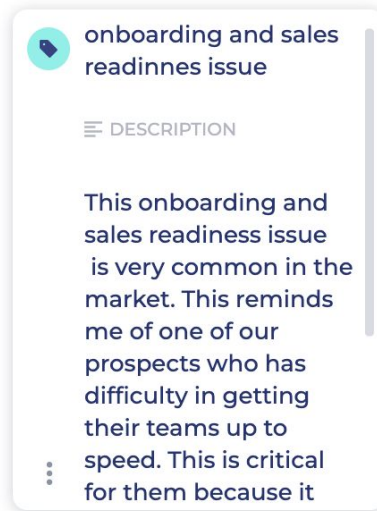
Created by Jeremie Dornbusch

the 14/04/2022 at 11:11



Storytelling 1: Conversion Rate

Early in the sales conversations, prospects care more about how their peers solved a similar challenge than hearing how good a particular solution is. Share a customer story that relates to their situation and pain — even persona or job title as the prospect you're speaking with. The key is to better if it involves a similar make sure your story includes a relevant use case and a pain that you've just identified they're currently facing. When the meeting is over, your prospects will remember stories much more than facts and features



Impact 1: Conversion Rate

? What are the consequences of this underperformance?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 12:57

? What impact does this have? For you and your job?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 12:57

? What impact does this have on your company?

Reply

Question type

T

Created by Jeremie Dornbusch
the 14/04/2022 at 12:57

? You don't know how to evaluate the impact?

Reply

Question type

T

DESCRIPTION

Who do you think could help us with these aspects? Your CRO? Finance?

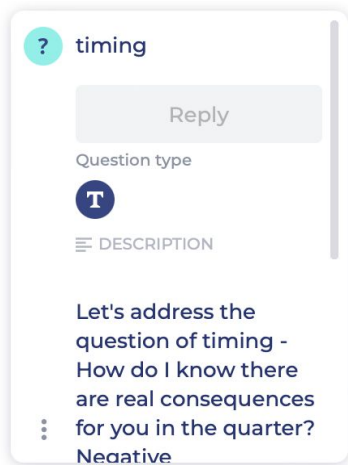
Created by Jeremie

Now you can begin to transition the prospect from emotional to more rational decision making. Attempt to quantify the value of your solution. Ask the prospect questions that describe the impact a solution like yours could have on the company. Discussing impact during the discovery call helps you close deals. The ROI of your solution is uncovered through value-based, open-ended questions



Critical Event 1: Conversion Rate

Uncovering Critical Events requires recognizing similar patterns revealed by other customers to help you figure out the timing and events that matter to your prospect. Oftentimes, we confuse our Critical Event (hitting quota this month/quarter) with what the customer actually is driving towards. If you discover an event or date that the prospect says is important, test how urgent that timing is by asking, *"What happens if you miss that date?"*



Critical Event 1: Conversion Rate

 Sales efficiency use case

See document

Conversion rate ...

Created by Jeremie Dornbusch
05/05/2022 at 14:42

Conversion rate
The Challenge:

There can be significant gaps between salespeople who perform well and those who sell less.

Finding a solution to level up the conversion rate can have a significant ROI.

40%
of salespeople do not reach their sales target.

85%
of buyers salespeople receive too little information.

70%
In 70% of the cases, the lack of information affects the results of a commercial exchange.

Conversion rate
Solution: Drive up your team's conversion rate in 3 steps

- 1 Build the ideal deck with your top performing team members to standardize how they conduct their meetings.
- 2 Train your teams, particularly the low performing ones, to use this deck with replays during practice sessions.
- 3 Use SalesDeck live for your customer meetings and track the evolution of your conversion rates.
- 3bis Continue using SalesDeck and optimize your decks after each meeting to improve even the top performers.



Spice 2: Sales Readiness

 **Sales Readiness**



Created by Jeremie Dornbusch
the 14/04/2022 at 12:58

 How many people do you have in the Sales team?

Reply

Question type





Created by Jeremie Dornbusch
the 14/04/2022 at 12:59

 How many people do you plan to hire in each team?

Reply

Question type





Created by Jeremie Dornbusch
the 14/04/2022 at 12:59

 Do you have an onboarding program in the company and in particular for sales

Reply

Question type





Created by Jeremie Dornbusch
the 14/04/2022 at 12:59



Spice 2: Sales Readiness



Sales Readiness use case

See document

Sales readiness ...

Created by Jeremie Dornbusch

05/05/2022 at 14:42

Sales Readiness

The Challenge:

Let's be real. It became very difficult to recruit new salespeople and lower the all-time high turnover.

Training your salespeople has become a real competitive advantage:

- they are "up and running" now more than ever
- they quit less because they get their bonuses faster and have better results.

30%
almost 45% of B2B companies have a turnover of over 30%
Source: Statista

80%
after 60 days, 80% of the content of a training course is no longer retained by the sales person
Source: McKinsey

3,2
months is the average time taken to develop the skills of salespeople.
Source: McKinsey

11,2
months is the time it takes for a new recruit to be fully operational
Source: McKinsey

Sales Readiness

Solution: Reduce onboarding time with SalesDeck in 3 steps

- 1 Conduct a general training on your products, the company culture...
- 2 Specifically train your new hires to follow the company's business processes thanks to role playing on SalesDeck.
- 3 Run live meetings with your new recruits within SalesDeck, and work with them to close their first deals.



Spice 3: Customer Engagement

 Remote Management



Created by Jeremie Dornbusch
the 14/04/2022 at 13:03

 Do you have salespeople who work from home ?

Reply

Question type

 DESCRIPTION

or sales teams spread over several sites?



Created by Jeremie Dornbusch
the 14/04/2022 at 13:03

 How do you keep track of what your sales are doing when they work remotely?

Reply

Question type

 DESCRIPTION

Created by Jeremie Dornbusch
the 14/04/2022 at 13:05

 If I understand correctly you rely on the CRM reporting only?

DESCRIPTION

Type your description...

Created by Jeremie Dornbusch
the 14/04/2022 at 13:06



Spice 3: Customer Engagement

 **Remote Management**
use case

See document

Remote managemen...

Created by Jeremie Dornbusch
05/05/2022 at 14:42

Remote Management
The Challenge:

Telecommuting has become the new normal, employees now work at least 2 days a week, including salespeople.

Salespeople are very difficult to hire and offering full-remote can be a solution to have a stronger workforce and avoid The Great Resignation.

A common example would be women working from home while their children are at school.

Managing your sales team remotely while meeting quotas can have a very important ROI.

54%
of CROs plan to make remote work a permanent option, fewer fluctuations

81%
of those surveyed believe their employees will continue to support remote work after COVID-19

59%
of respondents said they would be more likely to choose an employer who offered remote work compared to those who didn't, boost the employee

22%
of the workforce (88.2 Million Americans) will work remotely by 2025, based on report

See document

Remote management...

Remote Management
Solution: Manage your Sales teams remotely with SalesDeck

- 1 Conduct team meetings: pipeline monitoring, forecasting within SalesDeck.
- 2 Make your one-on-one meetings within SalesDeck.
- 3 Review all deals and coach your teams on SalesDeck
- 4 Continuously improve processes by creating or deleting cards

See document

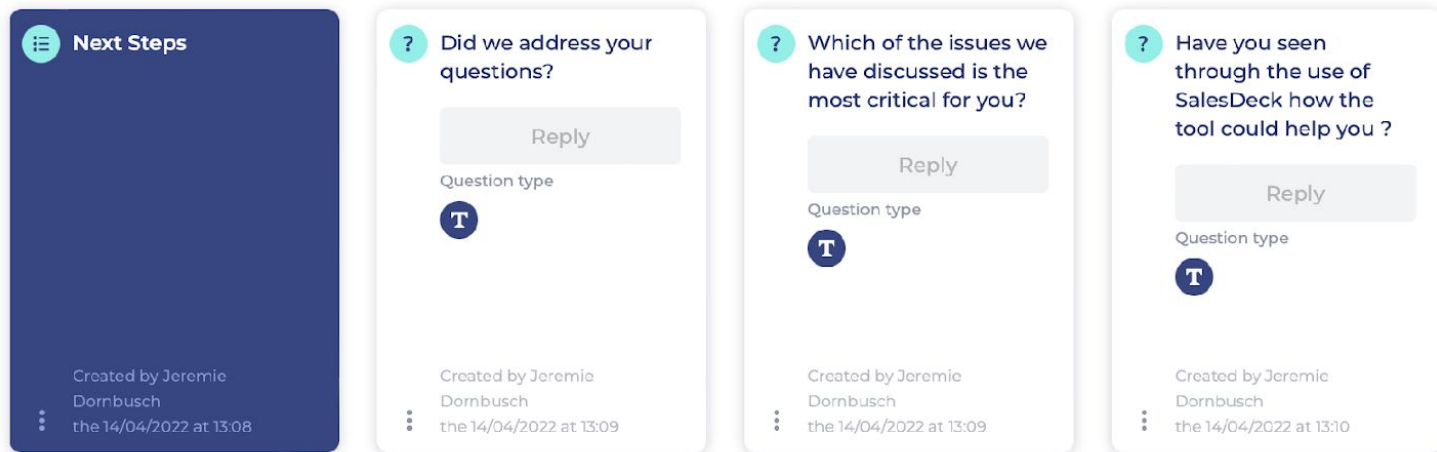
Remote management...



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Connecting The Wagons



At this point, you need to share how specific parts of your solution address each of the pain points that your prospect wants to solve. Show how Feature X will generate more ROI, or how Dashboard A will give them the visibility they need to solve their top priority. As you wrap up, ask if all their concerns were addressed and if their end goal was achieved. Then connect the wagons by scheduling the next meeting. Consider asking, *“Who else on your team would benefit from joining our next meeting?”*



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