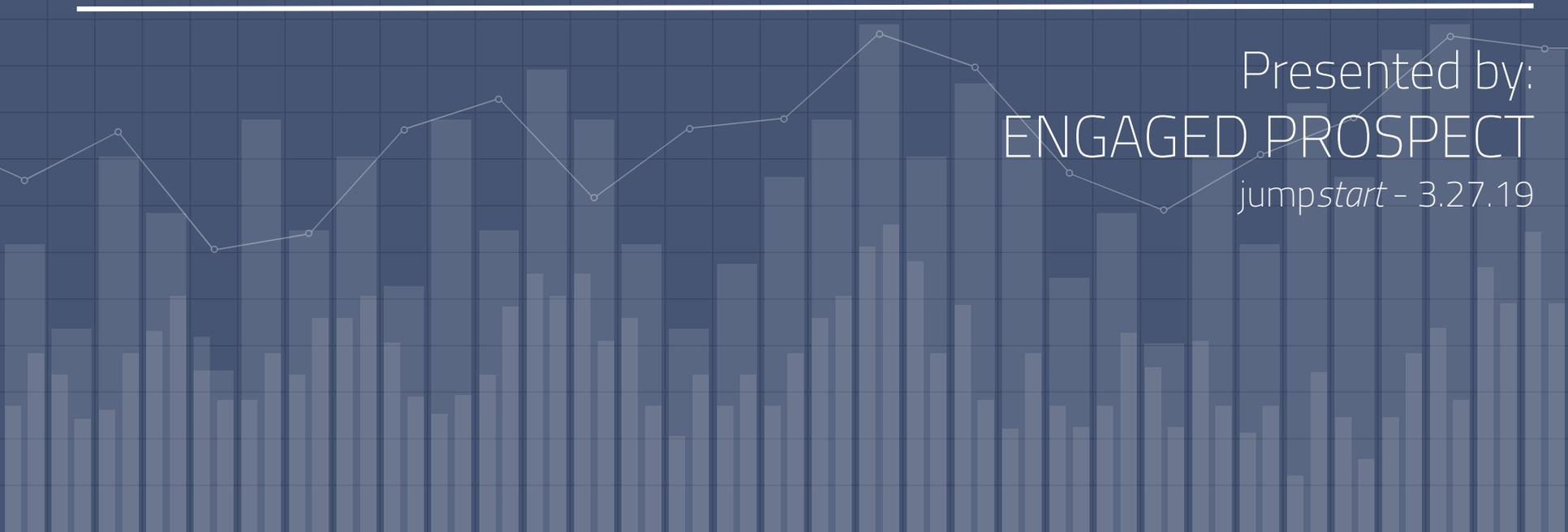


SALES MODELS - Structures that fit your business



Presented by:
ENGAGED PROSPECT
jumpstart - 3.27.19



AGENDA

- Who is my buyer and what is the best channel, or combination of channels, to sell to them?
- How do I structure my salesperson / team, and what are the benefits of each role?
- How do I align roles to channels to most effectively grow my business?
- How do I effectively design a Sales Playbook
- What are the key activities that happen through the buyer's journey?

DAN HERSH

PRESIDENT / FOUNDER

Educational background:

Bachelor's in Interpersonal and Organizational Communication from The University of South Florida, and Master's of Science in Organizational Leadership from Mercyhurst University.

Professional background:

Sales and marketing professional. Trainer, coach, manager, speaker and author. Key strengths in sales operations, technology, organizational development and job design.

Favorite part about being a sales person:

Competition - with myself, with others and with the status quo.



SAM STEIN

VICE PRESIDENT

Educational background:

Graduate of the Newhouse School at Syracuse University, and the Masters of Arts in Teaching program at Chatham University.

Professional background:

Educator turned sales and marketing leader. Sam has continually exceeded sales goals as an individual producer, and now works to create and execute inside sales and lead generation marketing strategies for dozens of clients.

Favorite part about being a sales person:

I enjoy understanding sales operations and applying that understanding to different industries to help increase outreach efficiencies and drive more solution sales conversations between myself and key decision makers.



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Understanding B2C and B2B and how to stay in front of buyers in addition to marketing efforts



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Business to Consumer (B2C)

- Retail
- Online - Ecommerce
- Inside Sales - as a function of customer success

Business to Business (B2B)

- Retail
- Online - Ecommerce
- Government
- Independent Reps / Consultants
- Distribution
- Field Sales / Outside Sales
- Inside Sales



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Question for the audience:

So, who is your buyer? And, what is the best way to sell to them?



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Understanding Various Sales Roles

2

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Understanding Various Sales Roles

VARIOUS ROLES:

- Field Sales / Outside Sales
- SDR (setting appointments)
- BDR (fully to close)
- AE (close, renewals, upsell)
- Sales Technician
- Customer Success



2

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Question for the audience:

How will you choose to structure your sales team? Has anyone's model changed?



How do I align roles to channels to most effectively grow my business?

Understanding Sales Models and Structures

3

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Understanding Sales Models and Structures

Outside Model

- Field Sales
- Distributor
- Independent Consultant

Inside Model

- AE only
- SDR to AE
- SDR to BDR
- SDR to AE to Customer Success
- SDR to BDR to AE to Customer Success

Inside and Outside

- SDR model for Outside (AEs)
- Sort by:
 - Size
 - Type of account
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Question for the audience:

Which model is most effective for where your company is a) right now b) 5 year goal?

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How do I effectively design a Sales Playbook?

Understand process for effectiveness and scalability

Types

- Aligned to roles
 - New Biz
 - AM
 - etc.

Components

- What key conversations throughout process
- Exit criteria at each stage
- Why are you having those convos
- Who's doing what - running, supporting (roles)
- How - Sample talk tracks (not scripts)

Training

- Coaching
- Certifications? Levels?
- Iteration
 - Respond to team needs
 - Respond to changes in buyer behavior



Question for the audience:

How do you establish a common sales language within your organization?

4

What are the key activities that happen through the buyer's journey?

Understanding The Buyer's Journey - From First Impression to Repeat Customer

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“There are five steps to follow to understand your prospective client and where they are in the buying cycle. Match their position to the right step in your sales process. Think of it as a dance you both take together.

Here are the five steps buyers take:

1. Identify a problem or need
2. Research and investigate
3. Evaluate alternatives
4. Make a buying decision
5. Exhibit post-purchase behavior, like satisfaction or doubt

Remember, sales isn't about you. It's about the buyer and how you can meet their need or solve their problem.”

Buyer's Journey

Pre-Prospecting

- Build Awareness
- Branding
- Nurture Campaigns
- MQL Generation

Prospecting

- Multi-touch prospect engagement
- Introductory/Discovery Calls
- Opportunity Generation

Opportunity Pipeline

- Steps of Sales
 - Qualify - PACT²
 - Demo/Present
 - Proposal
 - Win/Lose
 - On Hold

Renewal

- Renew
- Upsell
- Grow
- Referral/Advocacy
- Increase "Share of Wallet"

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Q&A

Any questions?

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- www.engagedprospect.com

