

101 B2B

BASED ON THE VALUE FRAMEWORK

SALES

USED FOR COLLABORATIVE SELLING

TACTICS

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INTRODUCTION

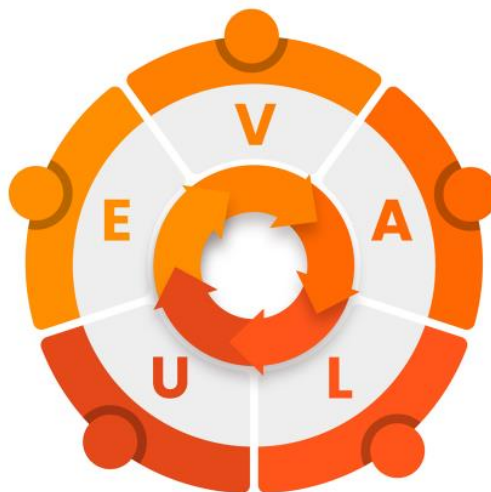
Sales tactics well and good but applied randomly they can be distracting and even do more harm than good.

The tactics shared here are based on the **VALUE Framework** outlined in the book *Selling Through Partnering Skills*

Use them to focus on

- Right opportunities
- Right research
- Right conversation
- Right solution
- Right outcomes

The VALUE Framework is a means to develop a more collaborative approach to selling that is driven by ‘thinking like a partner’.



It is made up of the following elements

Validate - How to check fit for doing business

This part of the VALUE framework has its roots in sales 'qualification'. Essentially, does the customer or opportunity 'qualify' for my time and effort? Do they fulfil the necessary criteria that indicate it is both attractive and winnable? Is it going to be worth it?

Align - How we can work together

This part of the framework encourages a salesperson to think about how they could potentially work with the customer. They need to establish what it is they might bring the party. Fundamentals of sales tell us that if there is no benefit or if no need is being addressed then success is highly unlikely.

Leverage - How to make a sales approach

At some stage desk work must be translated into leg work, preparation into action. The customer, if not already involved in some elements of the research must now take position front and centre of sales activity. The salesperson must manage conversations to help the customer think.

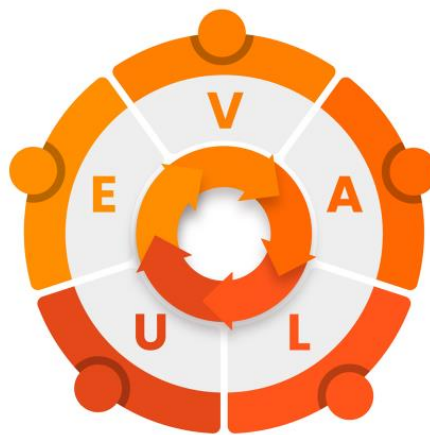
Underpin - How to present, prove and proceed

This part of the VALUE Framework is about the making and supporting proposals. It is about demonstrating and proving you are better in a competitive selling environment.

Evolve - How to develop the business

This part of the VALUE Framework is about long-term focus. Good selling is not about quick one-sided wins. It is about relationships built through collaboration and a partnering mindset and the gains made through evolution.

101 B2B Sales Tactics



Validate

Profiling

Profiling in B2B sales involves defining your Ideal Customer Profile (ICP), which guides you in identifying the most promising prospects based on specific criteria. This approach not only helps in prioritizing efforts but also in disqualifying prospects that don't fit, ensuring that your sales activities are more focused and potentially more rewarding. Here are five actionable tips to effectively use ICP criteria in sales profiling:

1. **Define Clear ICP Criteria:** Start by detailing the characteristics that define your ideal customer. This could include industry, company size, budget, geographic location, technology use, and pain points. Engage with stakeholders in your company, like marketing and product teams, to align these criteria with business goals and capabilities.
2. **Utilise Data Analytics:** Leverage data analytics tools to analyse your current customer base and identify common traits among your most successful

accounts. This data-driven approach will refine your ICP criteria, making it more precise and effective in targeting potential clients.

3. **Create a Disqualification Checklist:** Equip your team with a clear checklist that helps them identify when a prospect does not meet the ICP criteria. This checklist should be straightforward and help save time by avoiding spending resources on leads that are less likely to convert.
4. **Assign Activity Based on Fit:** Once you have a well-defined ICP and a system for disqualification, assign follow-up activities based on how closely prospects match your ICP. High-priority leads that closely match the ICP should receive more intensive and personalized follow-up, while lower-priority leads might be nurtured through automated marketing processes or less resource-intensive methods.
5. **Regularly Review and Adapt ICP Criteria:** The market and your product offerings evolve, so should your ICP criteria. Regularly review the criteria based on feedback from sales experiences and market changes. Adjustments might be necessary to account for new industries, emerging technologies, or shifts in the economic landscape.

Value Proposition

Crafting a compelling value proposition is critical in B2B sales, as it succinctly conveys how your product or service solves a customer's specific pain points or problems and highlights the rewards (prize) they can expect by choosing your solution. Here are six actionable tips to enhance your value proposition by focusing on the customer's pain, problems, and the prize they'll gain:

6. **Deep Dive into Customer Pain Points:** Conduct thorough research or interviews with potential customers to understand their specific challenges and frustrations in their current operations. This deeper insight will help you tailor your value proposition to directly address these pains in a resonant and compelling way.
7. **Articulate Clear Problem-Solution Fit:** Clearly articulate how your product or service provides a solution to the problems identified. Use specific examples or case studies that demonstrate your product in action solving similar problems

for other clients. This not only substantiates your claims but also helps the prospect visualise the impact.

8. **Highlight Tangible Benefits:** Focus on the tangible benefits the customer will receive from your solution. This could be cost savings, time savings, increased efficiency, or revenue growth. Quantify these benefits whenever possible, as specific figures can make your value proposition more persuasive.
9. **Differentiate with Unique Selling Points (USPs):** Identify and emphasise what makes your offering unique compared to competitors. This might be a proprietary technology, superior customer service, or unique customisation options. Highlighting these USPs can make your value proposition stand out in a crowded market.
10. **Connect Benefits to Emotional Rewards:** Beyond the practical benefits, connect your value proposition to the emotional rewards customers will experience. This could include peace of mind, satisfaction from leading innovation within their company, or the pride of using a socially responsible product. Emotional connections can be powerful motivators in decision-making.
11. **Use Customer Testimonials and Social Proof:** Enhance your value proposition with testimonials and endorsements from other satisfied customers, especially those who are well-respected in their industry. Social proof can greatly increase the credibility of your value proposition, showing potential customers the “prize” that others have gained.

Messaging

In today's digital age, effective messaging is crucial for B2B sales professionals, as potential customers are constantly bombarded with information and advertising. Cutting through the noise requires strategic communication that captivates and engages. Here are six ideas for creating messaging that leverages psychological 'tricks' or nudges while maintaining utmost relevance to the audience:

12. **Tailor Messages to Buyer Personas:** Develop detailed buyer personas that reflect the demographics, needs, and preferences of your target audience. Tailor your messaging to speak directly to these personas, addressing their specific

concerns and how your solution can resolve them. Personalised messages are more likely to capture attention and resonate deeply.

13. **Leverage the Principle of Scarcity:** People are naturally inclined to desire things that are available only in limited quantities or for a limited time. Use this principle in your messaging by highlighting the exclusivity of your offer, such as a limited-time discount, exclusive features, or early access to new products.
14. **Highlight Urgency When Appropriate:** Create a sense of urgency in your messaging with phrases like "limited time offer" or "last chance to sign up." However, ensure that this urgency is genuine to maintain credibility and trust with your prospects.
15. **Utilise Social Proof:** Incorporate testimonials, case studies, and endorsements in your messaging. Knowing that others have had positive experiences can significantly influence decision-making processes, making prospects more comfortable and more likely to engage.
16. **Emphasise Value Over Features:** Focus on how your product or service can add value to the customer's business rather than just listing features. Explain how these features translate into real-world benefits, helping the customer achieve their goals and solve their problems.
17. **Use Clear and Concise Language:** In a world where attention spans are short, clear and concise messaging is key. Avoid jargon and overly complex language. Aim for brevity, using impactful words and bullet points to make your messages easy to read and understand quickly.



Align

Account Plan

Creating an effective account plan is essential for B2B sales professionals, serving as a strategic blueprint that guides the entire sales process with a particular client. An account plan typically includes setting clear objectives, understanding the Decision-Making Unit (DMU), conducting a SWOT analysis, analysing competition, and outlining specific actions. Here are six elements to craft a robust account plan:

18. **Set Specific, Measurable Objectives:** Begin your account plan by defining clear, measurable objectives. These should align with both your company's goals and the client's expectations. Objectives can range from revenue targets and market share growth to client-specific goals like improving operational efficiency or reducing costs.
19. **Analyse the Decision-Making Unit (DMU):** Identify all key stakeholders involved in the purchasing decision. Understand their roles, influence levels, and specific needs or pain points. Tailoring your approach to each member of the DMU can help in addressing their unique concerns and motivations, ultimately influencing the overall decision more effectively.
20. **Conduct a Comprehensive SWOT Analysis:** Perform a SWOT analysis for both your own company and the client's organisation in relation to the proposed deal. Assess Strengths, Weaknesses, Opportunities, and Threats to understand where you can leverage your strengths, address potential weaknesses, capitalise on opportunities, and mitigate threats.

21. **Evaluate the Competition:** Clearly identify your main competitors in the account and analyse their offerings, strengths, weaknesses, and likely strategies. Understanding what your competitors are doing well and where they fall short can help you position your offering more strategically to win over the client.
22. **Develop a Strategy for Each Member of the DMU:** Create tailored messages and strategies for engaging each member of the DMU. Consider their business needs, personal goals, and the outcomes they care about. This targeted approach can help in addressing the specific concerns and criteria of each decision maker.
23. **Outline Clear Action Steps:** Define specific actions to be taken to reach the objectives set out in your account plan. These actions could include scheduled meetings, presentations, product demos, follow-up emails, and proposal submissions. Ensure each action has a timeline and a responsible party to maintain accountability.

RESPECT change drivers

When it comes to B2B sales, understanding and addressing change drivers is critical. These are the factors that prompt businesses to seek new solutions or make significant changes in their operations or strategies. The acronym "RESPECT" can be a helpful way to remember key aspects of change drivers in a business context. Here's how you can use this acronym to identify and leverage change drivers effectively in your sales strategy:

24. **Regulatory (R):** Monitor changes in laws and regulations that impact your clients' industries. Being proactive about regulatory changes allows you to offer timely solutions that help clients comply with new requirements, thus positioning your offerings as essential.
25. **Economic (E):** Keep an eye on economic trends that affect your clients' sectors. Economic fluctuations such as recessions or booms can influence clients' buying behaviours and priorities. Tailoring your approach to fit their economic reality can make your solution more attractive.

- 26. **Social (S):** Stay updated on social trends and shifts that might affect your clients, such as changes in consumer behaviour, workplace norms, or societal values. Understanding these social dynamics can help you better align your offerings with current and emerging needs.
- 27. **Political (P):** Be aware of political developments locally, nationally, and globally that could influence your clients' business environments. Political factors like trade policies, international relations, and government stability can impact business operations and strategies.
- 28. **Environmental (E):** Highlight how your products or services can help clients adapt to or mitigate environmental challenges. With growing emphasis on sustainability, demonstrating how your offerings can improve environmental impact can distinguish your proposal from competitors.
- 29. **Competitive (C):** Analyse the competitive landscape in which your clients operate. Understanding their competitors and industry shifts can help you craft solutions that enhance your clients' competitive edge or address areas where they are currently at a disadvantage.
- 30. **Technology (T):** Keep abreast of technological advancements and innovations that could revolutionise or impact your clients' industries. Offering solutions that leverage new technologies or enhance technological efficiency can provide significant value to your clients.

Customer Value

When it comes to understanding and delivering customer value in B2B sales, recognising that the customer defines what is valuable is crucial. This perspective helps ensure that your sales approach and offerings are closely aligned with the specific needs and expectations of your clients. Here are six ways for effectively developing hypotheses about customer value, testing them, and ultimately aligning with your customer's definitions of value:

- 31. **Engage in Deep Listening:** Start with active listening during your interactions with potential and existing customers. Pay attention not just to what they say, but also to what they might not be explicitly stating. This can reveal underlying concerns, priorities, and values that they consider important.

32. **Conduct Customer Interviews and Surveys:** Regularly engage your customers through structured interviews and surveys to gather detailed insights about their challenges, goals, and the factors they value most. This direct feedback is invaluable for forming hypotheses about what aspects of your product or service are most beneficial to them.
33. **Develop Customer Value Hypotheses:** Based on the insights gathered, develop hypotheses about what each customer segment values most. These could be related to efficiency, cost savings, reliability, innovation, customer service, or scalability. Clearly articulate how your offering addresses these values.
34. **Test Your Hypotheses:** Implement strategies to test your value hypotheses in real-world scenarios. This could involve A/B testing different messaging in your marketing materials, offering tailored solutions to a select group of customers, or deploying pilot programs to track how well the solutions meet the hypothesised needs.
35. **Gather and Analyse Feedback:** Collect feedback on the outcomes of your tests to see if your hypotheses hold true. This feedback should come from a variety of sources, including sales data, customer reviews, and direct customer feedback through follow-up interviews.
36. **Refine and Align Offerings:** Use the insights gained from testing to refine your offerings. Adjust your sales and marketing strategies to better reflect the values that your customers care about most. Ensure that your team understands these values and can articulate them clearly in their sales pitches.

By adopting a customer-centric approach and treating customer value as a hypothesis to be tested rather than a fixed assumption, you can more effectively tailor your offerings to meet the real and evolving needs of your clients. This not only improves customer satisfaction and loyalty but also enhances your competitive edge in the market.



Leverage

Insights

In B2B sales, leveraging insights effectively can significantly differentiate your approach from competitors. Insights are not just data points; they're often unique perspectives or valuable pieces of information that can reveal new opportunities or solve existing challenges for your clients. By presenting these insights, you can position yourself as a trusted advisor who adds value beyond the basic sales pitch. Here's how to integrate and present insights strategically within your sales process:

37. **Develop Insight-Driven Hypotheses:** Start by developing hypotheses about your clients' industries, businesses, or markets based on data analysis, trends, and predictive analytics. These hypotheses should offer novel perspectives or solutions that address specific pain points or opportunities that may not be immediately obvious to the client.
38. **Validate Your Hypotheses:** Before presenting an insight to a client, validate it through further research or by consulting with industry experts. This step ensures that the insight is not only interesting but also accurate and relevant, thereby enhancing your credibility.
39. **Customise Insights for Each Client:** Tailor your insights to the specific context and needs of each client. An insight that is highly relevant to one client might not be as impactful for another. Customisation shows that you have a deep understanding of the client's unique challenges and objectives.

- 40. **Use Insights to Illuminate New Opportunities:** Present your insights in a way that shines a light on new opportunities or unnoticed areas for improvement within the client's organisation. Frame your insights in a manner that connects them directly to actionable steps that the client can take, ideally involving your products or services.
- 41. **Educate Through Your Insights:** Use your insights as educational tools. By informing clients about new industry trends, technological advancements, or regulatory changes, you help them stay ahead of the curve, fostering a relationship that is based on mutual growth and learning.
- 42. **Leverage Storytelling:** When delivering your insights, use storytelling to make them more engaging and memorable. Explain how similar businesses have successfully navigated challenges or capitalised on opportunities using the insights you are providing. Stories help contextualise data and insights, making them more relatable and persuasive.

By focusing on these strategies, you can use insights not just to inform but to inspire and motivate potential clients. This approach not only enhances the perceived value of your offerings but also strengthens client relationships by positioning you as a proactive, knowledgeable partner in their success.

Questions

Using questions effectively is a fundamental skill for any B2B sales professional. Questions can be open-ended, allowing for broad, detailed responses, or closed-ended, which typically yield a specific or short answer. Incorporating intelligent questioning into your sales interactions helps you gather insightful information, build relationships, and guide potential clients towards recognising the value of your solutions. Here are eight tools and approaches to enhance your use of intelligent questioning:

- 43. **SPIN Selling:** This questioning technique focuses on four types of questions—Situation, Problem, Implication, and Need-payoff. Start by understanding the client's current situation, delve into specific problems they face, explore the implications of these problems, and finally discuss the benefits of solving them.
- 44. **The Funnel Technique:** Begin with broad, open-ended questions to gather general information and gradually narrow down to more specific, closed-ended

questions to clarify details. This technique helps you control the conversation flow and gather comprehensive information.

45. **The 5 Whys:** Originally a lean manufacturing technique used to explore cause-and-effect relationships, The 5 Whys can be adapted to sales to dig deeper into each response a client gives. It involves asking "Why?" multiple times until you uncover the underlying reason for a particular issue.
46. **Critical Thinking Questions:** Use questions that challenge assumptions and encourage deeper thinking. These might include asking the client to predict future trends in their industry or how they see a particular challenge evolving. This can reveal deeper insights into their priorities and concerns.
47. **Hypothetical Questions:** Pose hypothetical scenarios to understand the client's decision-making process. For example, "If budget were no object, what would you change about your current process?" This can help uncover true priorities and constraints.
48. **Reflective Questions:** These questions echo what the client has just said but rephrased to confirm understanding or to prompt further explanation. It shows active listening and encourages elaboration, deepening the conversation.
49. **Scale Questions:** Use scale questions to quantify the client's feelings or perceptions about a problem or a solution. For example, "On a scale from 1 to 10, how important is it for you to solve this issue within the next quarter?"
50. **Summary Questions:** After discussing a complex topic or a long list of items, summarise what was discussed and ask if your understanding is correct. This not only clarifies any misunderstandings but also reinforces the client's statements, showing them you value their input.

Integrating these techniques into your sales approach not only improves the quality of the information you gather but also helps in building rapport and trust with your clients. By asking intelligent questions, you demonstrate your interest in and commitment to understanding and meeting their needs.

Meeting Structure

The AIDA model, standing for Attention, Interest, Desire, and Action, is a classic marketing and sales framework developed in the late 19th century that continues to be relevant in guiding the structure of effective sales meetings. This model mirrors the cognitive process that buyers go through when making purchasing decisions, and it can be used to design meetings that move prospects smoothly along the sales funnel. Here's how you can structure a B2B sales meeting using the AIDA model:

51. Attention:

- **Objective:** Capture the prospect's attention right from the start.
- **Techniques:** Begin with a strong opening that resonates with the prospect's needs or challenges. This could be a startling statistic, a provocative question, or a compelling story that relates to their industry or a problem they are facing.

52. Interest

- **Objective:** Generate and maintain the prospect's interest in your conversation.
- **Techniques:** Transition from your opening by delving into details that highlight your understanding of the prospect's business and the industry landscape. Use data, trends, and insights to discuss potential impacts on their business specifically. This shows that you're not just selling a product but offering a tailored solution.

53. Desire

- **Objective:** Build desire for your solution by aligning its benefits with the prospect's needs.
- **Techniques:** Share success stories and case studies of how your product or service has helped similar companies or addressed similar challenges. Detail the unique benefits of your solution, focusing on how it can solve their specific problems or improve their situation. The key here is personalization; the more tailored your examples, the stronger the desire you will generate.

54. **Action**

- **Objective:** Motivate the prospect to take a specific action following the meeting.
- **Techniques:** Conclude the meeting with a clear and compelling call to action. This could be scheduling a follow-up meeting, signing up for a free trial, or agreeing to a detailed proposal or demonstration. Make the next steps easy and clear, reducing any barriers to moving forward.

Additional Tips for Effective Meetings:

55. **Preparation:** Understand the prospect's business, the key decision-makers, and what has been discussed in previous interactions.

56. **Engagement:** Throughout the meeting, ask engaging questions based on the AIDA structure to ensure the conversation remains interactive and responsive to the prospect's responses.

57. **Follow-Up:** After the meeting, promptly send a summary of what was discussed, reiterating key points and the agreed next steps to keep the momentum going.

Using the AIDA model helps structure your meetings in a way that is logical and compelling, guiding your prospects through a journey that enhances their readiness to act. This structured approach can significantly improve the effectiveness of your sales meetings by ensuring that they are engaging, relevant, and purposeful.



Underpin

Proposals

Proposals are a critical part of the B2B sales process, often serving as the first tangible offer that a prospect reviews. Unfortunately, many proposals fail to engage the customer effectively, leading to lost opportunities. To modernise this essential step and increase the impact of your proposals, consider leveraging Digital Sales Rooms (DSRs) and dynamic, interactive proposals. Here are five actionable tips to transform your proposal strategy using these modern tools:

58. **Transition to Digital Sales Rooms:** Digital Sales Rooms offer a more interactive and personalised way to present proposals to potential clients. DSRs are secure, online spaces where sales teams can share documents, presentations, and other resources tailored specifically to each client's needs and accessible at their convenience. This modern approach facilitates a richer, more engaging buyer experience.
59. **Incorporate Multimedia Elements:** Enhance your proposals by incorporating videos, infographics, and interactive content that can help bring your value proposition to life. This dynamic content is more engaging than static text and helps differentiate your proposal from competitors.
60. **Enable Real-Time Collaboration:** Utilise platforms that allow for real-time updates and collaboration. Prospects can ask questions, provide feedback, and

61. request changes directly within the Digital Sales Room. This immediate interaction keeps the conversation fluid and responsive, which can accelerate the decision-making process.
62. **Use Analytics to Gauge Engagement:** Modern digital proposal tools often come with analytics capabilities. Track how prospects interact with your proposal—what sections they spend the most time on, what they revisit, and what they ignore. Use this data to refine your approach and focus on the content that generates the most interest.
63. **Follow Up Strategically:** Use the insights gathered from your Digital Sales Room to follow up effectively. Since you can see what interested the prospect the most, tailor your follow-up discussions or presentations to these areas, reinforcing how your solutions align with their interests and needs.

By modernising your approach to proposals through Digital Sales Rooms and dynamic, interactive formats, you not only improve the buyer's experience but also enhance the effectiveness of your sales strategy. These advanced tools allow you to present more compelling, customised, and responsive proposals, setting the stage for better engagement and higher conversion rates.

Presentation

Crafting an impactful sales presentation requires a strategic focus, with particular emphasis on engaging the audience from start to finish and positioning the customer as the central figure. Using a classic narrative structure—Beginning, Middle, and End—and adopting a rockstar-like approach to create a memorable opening and closing, can significantly enhance the effectiveness of your presentation. Here's how to structure a customer-centric sales presentation that resonates and motivates:

Beginning: Captivate Your Audience

- **Objective:** Grab attention in a way that highlights the audience's needs and interests.
- **Techniques:**
 - 64. **Start with a Bold Statement or Question:** Open with a surprising statistic, a provocative question, or a compelling anecdote that directly relates to the customer's industry or challenges.

65. **Clearly State Benefits:** Right from the start, outline what the customer will gain from listening to your presentation. Make it clear that the focus will be on solutions specifically tailored to their needs.

66. **Establish Credibility:** Briefly introduce yourself and your company, focusing on your expertise and success stories related to their sector or problem area.

Middle: Engage and Educate

- **Objective:** Maintain interest and build desire by demonstrating deep understanding and value.

- **Techniques:**

67. **Customer Stories and Case Studies:** Use real-life examples that show how your product or service has effectively solved problems similar to those faced by the audience. This builds both emotional engagement and logical agreement.

68. **Interactive Elements:** Include polls, interactive Q&A sessions, or live demos within your presentation. This keeps the audience engaged and makes the experience more memorable.

69. **Visuals and Data:** Support your points with clear, concise, and visually appealing graphs, charts, and videos that highlight key benefits and outcomes of your solutions.

End: Powerful Close with Clear Call to Action

- **Objective:** End on a high note that leaves a lasting impression and clearly directs the next steps.

- **Techniques:**

70. **Summarise Key Points:** Recap the main benefits and value propositions discussed, reinforcing how they meet the specific needs and goals of the customer.

71. **Memorable Closing Remark:** Finish with a powerful statement or a compelling story that ties back to your opening, reinforcing the central message and emotional appeal.

72. **Clear Call to Action:** Be explicit about what you want the audience to do next. Whether it's scheduling a follow-up meeting, signing up for a demo, or taking advantage of a special offer, make the action simple and straightforward.

Additional Tips for Rockstar-Like Presentations:

73. **Rehearsal:** Practice your presentation multiple times to ensure smooth delivery. Pay attention to your timing, tone, and body language.
74. **Feedback:** If possible, perform a trial run in front of colleagues and ask for their feedback, focusing on your engagement techniques and the clarity of your message.
75. **Tech Check:** Always check the technical aspects beforehand, such as projectors, microphones, and other equipment, to avoid any disruptions during your presentation.

By flipping the focus to the customer and thinking like a rockstar, you create a dynamic and impactful sales presentation that not only informs but also inspires and motivates your audience to take action. This approach ensures that your presentation resonates with the audience and effectively communicates the value of your solutions in meeting their specific needs.

Storytelling

Utilising storytelling effectively, especially with a focus on making the customer the hero, is a powerful strategy in collaborative sales. Here are ways to develop and use memorable, emotional stories in your sales approach:

75. **Understand the Customer's World:** Before crafting your story, thoroughly understand the customer's industry, challenges, and goals. Use data, customer interviews, and market research to get a deep sense of what drives them and the obstacles they face. This understanding allows you to tailor stories that are highly relevant and resonant.
76. **Frame the Customer as the Hero:** In every story, position the customer as the central character—the hero. Your product or service plays the role of the mentor or the magical tool that helps the hero conquer their challenges. This framing

makes the story more engaging for the customer and highlights their central role in the narrative.

77. Map Out the Hero's Journey: Structure your story to follow the stages of the Hero's Journey:

- **The Call to Adventure:** Describe a situation that mirrors the customer's initial challenge.
- **Meeting the Mentor:** Introduce your solution in a way that it appears as a newfound advantage for the hero.
- **Facing Trials and Achieving Victory:** Illustrate how, with the aid of your product, the customer overcomes significant obstacles.
- **The Return:** End with how the customer is now better off—more efficient, profitable, or competitive—thanks to your solution.

78. Incorporate Emotional Appeal: Use emotional triggers in your story. Talk about the frustration of the challenges, the hope when a solution is found, and the satisfaction of overcoming the trials. Emotions make stories stick and make the narrative more compelling.

79. Use Real Success Stories: Whenever possible, use real examples from your customer base. Tailor these stories to not reveal confidential or sensitive information, but to highlight actual instances where customers similar to the prospect have triumphed using your solution.

80. Practice and Refine Your Delivery: A great story can lose its impact through poor delivery. Practice your storytelling skills, focusing on voice modulation, pacing, and engaging dialogue. Seek feedback from peers or mentors and refine your approach based on their insights.

These storytelling techniques are not just about making sales but about creating a connection and demonstrating a deep understanding of and commitment to the customer's success. By making the customer the hero of their own story, you align your role as a collaborative partner in their journey, thereby enhancing trust and reinforcing the value of your relationship.



Evolve

Outcomes

Selling outcomes and focusing on customer success shifts the traditional sales approach from simply moving products or services to ensuring that these offerings genuinely enhance the customer's business performance. This approach aligns with the collaborative sales philosophy where the success of the customer directly impacts your own success. Here are six actionable tips to effectively sell outcomes and emphasize customer success:

81. **Define Clear, Measurable Outcomes:** Start by understanding and defining what success looks like for your customers. Work with them to set clear, measurable objectives that your product or service can achieve. These might include increased efficiency, cost reductions, revenue growth, or improved customer satisfaction scores.
82. **Use Data to Support Your Claims:** Provide data and case studies that demonstrate how your solutions have achieved desired outcomes for similar customers. Quantifiable evidence not only bolsters your credibility but also helps prospects visualise the potential impact on their own businesses.
83. **Incorporate Success Metrics into Sales Proposals:** When creating proposals, include success metrics from past clients as benchmarks for what new

customers can expect. This not only sets clear expectations but also holds your solution accountable to deliver promised results.

- 84. **Engage in Consultative Selling:** Position yourself as a consultant rather than just a salesperson. Engage in deep conversations about the customer's industry, trends, and long-term objectives. This consultative approach builds trust and positions you as a partner in their success.
- 85. **Implement a Strong Follow-Up Plan to Ensure Customer Success:** After the sale, continue to engage with the customer to ensure they are achieving the desired outcomes. Offer regular check-ins, provide additional training or resources as needed, and make adjustments to the solution if it's not meeting expectations. This ongoing support reinforces your commitment to their success.
- 86. **Celebrate and Communicate Achievements:** When customers achieve or exceed their goals with your help, celebrate these milestones. Use these successes as case studies or testimonials (with the customer's permission) in your marketing and sales efforts. Public acknowledgment not only pleases the customer but also attracts others who want similar results.

By focusing on selling outcomes and ensuring customer success, you not only increase customer satisfaction and loyalty but also enhance your company's reputation and create a basis for long-term relationships. This strategy shifts the narrative from selling a product or service to becoming an essential partner in your customers' success stories.

Reviews

The distinction between Quarterly Business Reviews (QBRs) and Quarterly Value Reviews (QVRs) is subtle yet significant, especially in the context of a customer-centric, collaborative sales approach that focuses on delivering value and ensuring customer success. Here's an overview of both concepts with actionable tips on how to effectively implement them:

Quarterly Business Review (QBR)

A QBR is a traditional meeting that focuses on reviewing the past quarter's business performance, discussing key achievements, challenges, and aligning on future business

goals and strategies. It's typically more comprehensive and may involve multiple layers of both organisations.

Tips for Effective QBRs:

- 87. **Preparation is Key:** Gather all relevant data on business performance, service utilisation, and any challenges encountered. This should include both quantitative metrics and qualitative feedback.
- 88. **Set an Agenda:** Provide a clear agenda ahead of time, which covers all points of discussion including retrospective assessments and forward-looking plans. This helps both parties come prepared for a focused discussion.
- 89. **Engage Multiple Stakeholders:** Ensure participation from all relevant stakeholders from both sides. This could include executives, project managers, and operational personnel.
- 90. **Problem Solving:** Discuss any challenges faced during the period and collaborate on strategies to overcome them in the upcoming quarter.
- 91. **Future Goals and Opportunities:** Set clear objectives for the next quarter and explore new opportunities for collaboration.

Quarterly Value Review (QVR)

A QVR, while similar to a QBR, shifts the focus from general business performance to specifically analysing the value derived from your products or services. The emphasis is on tangible results, customer satisfaction, and ROI.

Tips for Effective QVRs:

- 92. **Highlight Achieved Value:** Demonstrate clear examples of how your service or product has created value for the customer over the quarter. Use specific metrics like ROI, cost savings, efficiency improvements, etc.
- 93. **Customer Feedback:** Include direct feedback from end-users or decision-makers on the customer side, focusing on how they perceive the value and impact of your solutions.
- 94. **Customised Insights:** Provide insights that are not just about the product but also offer broader industry or market insights that can help the customer in other areas of their business.

95. Adjust Strategies Based on Feedback: Use the insights from the review to tailor your offerings better and adjust strategies to enhance value for the customer.

96. Plan Value-Driven Initiatives: Identify and plan for new initiatives that could add further value, based on the discussions and the directions the customer intends to take in the coming quarter.

Key Differences

- **Focus:** QBRs are broader in scope, focusing on business performance and strategic alignment. QVRs drill down specifically into the value provided by the service or product.
- **Outcome:** The outcome of a QBR is a set of aligned goals and strategies for mutual benefit, while the outcome of a QVR is a deeper understanding of product value and customer satisfaction, leading to more tailored service offerings.

Incorporating both QBRs and QVRs into your customer relationship management can significantly enhance the partnership by ensuring that not only are strategic goals aligned but that the value of your solutions is clearly demonstrated and continuously improved. This dual approach fosters a deeper, more productive relationship and helps ensure long-term customer retention and satisfaction.

Relationship building

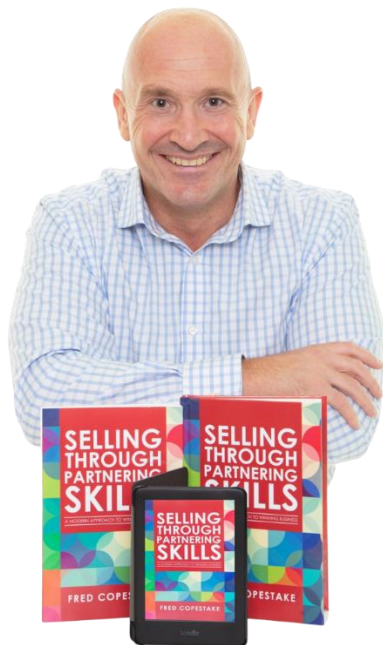
In the context of collaborative B2B sales, relationship building is crucial. It's about creating a partnership rather than just a buyer-seller dynamic. Here are five tips for building strong, enduring relationships with your clients:

- 97. Schedule Regular Check-Ins:** Establish a routine of weekly or monthly check-ins based on the client's preference and business nature. Use these interactions to discuss projects, address challenges, and explore new opportunities.
- 98. Engage Across Multiple Platforms:** Communicate with clients through various channels such as emails, phone calls, in-person meetings, and digital platforms like webinars. Tailor each interaction to suit the channel and the client's communication style.

99. **Practice Active Listening;** During conversations, focus on understanding your clients' needs and feedback. Reflect on what they say and clarify doubts, ensuring you grasp their objectives and challenges fully.
100. **Celebrate and Support Client Successes:** Acknowledge and celebrate your clients' business achievements. Participate in their important events, either by attending or showing support through other means like social media shout-outs or sponsorships.
101. **Anticipate and Solve Problems Proactively:** Use your knowledge of the client's business to foresee potential issues and suggest solutions proactively. Respond swiftly and efficiently to any arising problems to reinforce your reliability.

These tips emphasise the importance of communication, support, and proactive engagement in building strong, collaborative relationships with clients in a B2B environment.

About Fred Copestake



Fred Copestake is founder of Brindis a sales training consultancy specialising in collaborative selling.

Over the last 22 years Fred has travelled round the world 14 times visiting 36 countries and worked with over 10,000 salespeople

From this experience he recognised what really makes a difference to be successful in sales today and outlined this in his first book 'Selling Through Partnering Skills'

As selling continues to change at pace, and sales professionals need to keep in touch with the latest trends to stay relevant he wrote his second book 'Hybrid Selling'
The host of the 'Sales Today' podcast and a regular guest on other shows and stages.

SALES CHALLENGES ► Sales leaders of teams involved in complex B2B sales often see their salespeople struggle with these symptoms:

- ‘Busy Busy Busy’ – this is being ineffective. It results in wasted opportunities, is tiring and stressful and means the focus is on the wrong activities to deliver results
- ‘Olde Worlde’ – this is being old fashioned. It is when salespeople are too self-centred rather than customer focused, too technical in their approach or use bad techniques better suited to a bygone era of selling
- ‘Muddled Mindset’ – this is being misaligned. It can happen at organisation, management and individual level and means that the confusion leads to frustration and wasted effort

COLLABORATIVE SELLING ACCELERATOR ► The focus is on how salespeople can use a ‘partnering mindset’ to develop more a modern and collaborative approach to working with customers. It is based around using the VALUE Framework to deliver results by:

- Countering ‘Busy Busy Busy’ by becoming more effective. Prepare to make the most of opportunities, plan to balance work and reduce stress, use process to focus on the right activity
- Countering ‘Olde Worlde’ by getting up to date. Flip attention to the world of the customer, follow an approach that identifies issues rather than forces a solution and focus on things that actually work rather than old school tricks
- Countering ‘Muddled Mindset’ by creating better alignment. Develop clarity within the organisation, encourage coaching by management and allow individuals confirmation that the way they work is making consistent with top performance

Take the scorecard to discover more about your approach:

<https://collaborativeselling.scoreapp.com/>

Book a call for a free consultation on how you could implement a more collaborative approach

<https://calendly.com/fredcopestake>