Sales as a Science

Why and how to build a science based sales culture

By Winning By Design, LucidChart, and Selling Power
Sales as a Science

Why and how to build a science based sales culture

△ What is a Science Culture

▷ Methodology: The SaaS Sales Method

Π A Scientific Culture: Data Driven

❤ Process : Blueprints

🔗 LucidChart Perspective
Structure we see again and again

1. Hire People
2. Give them Tools
3. Enable with Leads, a Price list, Pitch deck
4. Build an Organization
5. Train on Product & Tricks
People Centric Model

Approach
1. Hire *People*
2. Give them *Tools*
3. *Enable* with Leads, a Price list, Pitch deck
4. Build an *Organization*
5. Train on *Product & Tricks*

Implementation
- Data/Metrics are used “after the fact”
- Process is not a priority
- Lack of common methodology
People Centric Behavior

When it goes wrong:
1. Fire/hire the **people**
   ---- distant
   1. Buy tools to make the **people** better
   2. Train the **people**
   3. Enable to make the **people** work

When it goes right
1. Hire more **people**
2. Buy more tools to do more work
   ---- distant
   1. Enable the **people**

---

Diagram:
- **PEOPLE**
  - **PEOPLE CULTURE**
  - **TOOLS**
  - **ENABLE**
  - **ORGANIZATION**
  - **SKILLS**

- **Strategy**
  #1 Fire and ReHire
  #2 Buy tools and enable to **fix a people problem**
Science Centric Model

Right Approach
- Science Culture, Data Driven
- Defined Go To Market Strategy
- Uniform methodology across all roles

Implementation
1. Proven process
2. Technology for efficient/effective process
3. Enablement for quality experience of the process
4. Required skills to execute the process
5. Put organization in place
Science Centric Behavior

**When it goes wrong:**
1. Inspect the process by looking at the data
2. Ensure tools/enablement works
3. Train the *people* on how to execute the process
4. Build an organization that follows the process

**When it goes right**
1. Record the process
2. Use tools to make the process more efficient
3. Enable with content
4. Enable the *people* with training
Summary

Science Culture
- Science Culture, Data Driven
- Defined Go To Market Strategy
- Uniform methodology across all roles

People Culture
- Hire People
- Give them Tools
- Enable with Leads, a Price list, Pitch deck
- Build an Organization
- Train on Product & Tricks
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ONBOARD
Yes! Delivered on time and works as promised.

AWARENESS
Argh! I have an issue impacting our business.

EDUCATION
Aha! There is a solution to this problem.

SELECTION
Wow! This will really help us.

WIN
LIVE
LEAD
OPPORTUNITY
Solution
Consultative
Provocative
Inside Selling

Todays Methods
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IMPACT
Yeah! Expected impact is being achieved.

GROW
OMG! Where else can we create impact?

Todays Methods

OPPORTUNITY
Solution
Consultative
Provocative
Inside Selling

WIN
GROWTH LOOP
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OMG! Where else can we create impact?

THE SALES AS A SCIENCE SALES METHODOLOGY

GROWTH LOOP

#PROSPECT #MQL #SQL #SAL #COMMIT #LIVE #MRR #LTV
Scientific Model: SaaS Sales Method

GROWTH LOOP

#PROSPECT
#MQL
#SQL
#SAL
#COMMIT
#LIVE
#MRR
#SAL
#LTV

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THE SALES AS A SCIENCE SALES METHODOLOGY

ΔT1
ΔT2
ΔT3
ΔT4
ΔT5
ΔT6
ΔT7
CR1
CR2
CR3
CR4
CR5
CR6
CR7
#PROSPECT
#MQL
#SQL
#SAL
#COMMIT
#LIVE
#MRR
#LTV

GROWTH LOOP
### Scientific Model: SaaS Sales Method

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<th>CR1</th>
<th>CR2</th>
<th>CR3</th>
<th>CR4</th>
<th>T4</th>
<th>CR5</th>
<th>CR6</th>
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<td>95%</td>
<td>97%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Scientific Model: SaaS Sales Method

**Awareness**
Argh! I have an issue impacting our business.

**Education**
Aha! There is a solution to this problem.

**Selection**
Wow! This company can really help us.

**Onboard**
Yes! Delivered on time, within budget as promised.

**Impact**
Yeah! Impact is being achieved.

**Grow**
OMG! Where else can we create impact?

\[
MRR_{NEW} = \text{Prospects} \cdot \prod_{n=1}^{5} CR(n) \cdot \text{Price}
\]

\[
ARR_{GROWTH} = MRR_{NEW} \cdot (1 + CR_{churn} + CR_{upsell})^{periods}
\]

### Diagram

- **MRR**
- **ARR**
- **GROWTH LOOP**
- **THE SALES AS A SCIENCE SALES METHODOLOGY**
- **ΔT1**
- **ΔT2**
- **ΔT3**
- **ΔT4**
- **ΔT5**
- **ΔT6**
- **ΔT7**
- **#PROSPECT**
- **#MQL**
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© LucidChart Perspective
Moments That Matter

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GROW
OMG! Where else can we create impact?

Reach out based on relevance
Have a conversation
Diagnose
Trade
Orchestrate
Achieve Impact
Grow together

#PROSPECT
#MQL
#SQL
#SAL
#COMMIT
#LIVE
#MRR
#LTV
**To watch the tutorial video, click "Present" in the top right toolbar.**

Notes from Jacco van der Kooij (Founder of Winning By Design):

Use this blueprint to learn about the building blocks you need to conduct discovery calls that consistently maximize client engagement (y axis) for the whole time you are talking (x axis).

As you move away from the solution selling cycle, you can take advantage of the increased client engagement that comes with consultative selling. Engaged clients are much more receptive as you communicate the impact that your solution can have on a client’s business.
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Scientific Culture over People Culture

Lucidchart’s Perspective
6-10 stakeholders
ABS: Account-Based Selling

Sales Rep

Prospect A

Prospect B

Prospect C

Prospect D

Prospect E
ABS: Account-Based Selling

Diagram showing a Sales Rep connected to multiple prospects labeled as Prospects A, B, C, D, and E. Prospects A, B, C, D, and E are also connected to an Account.
Now available:
The SaaS Sales Method: Sales As a Science (Sales Blueprints)

Make the Winning By Design methodology your own with Lucidchart.
lucidchart.com/wbd