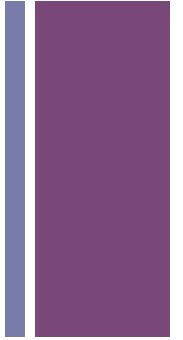
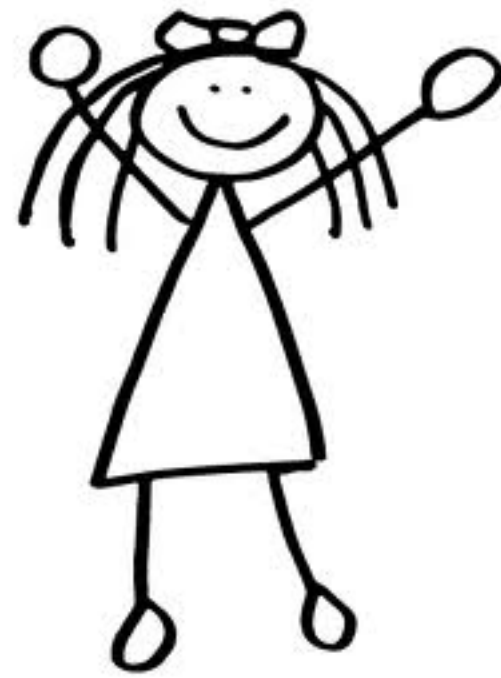
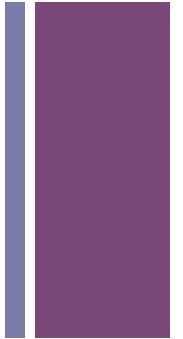


# Three Things to Know About Enterprise Sales

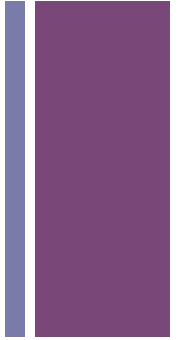
**Venture Greenhouse Accelerator  
San Rafael, CA  
October 3, 2013**



1. Why doesn't the customer care about your **product**?
2. How do you build a sales **process**?
3. What's the one thing you need to do **next**?



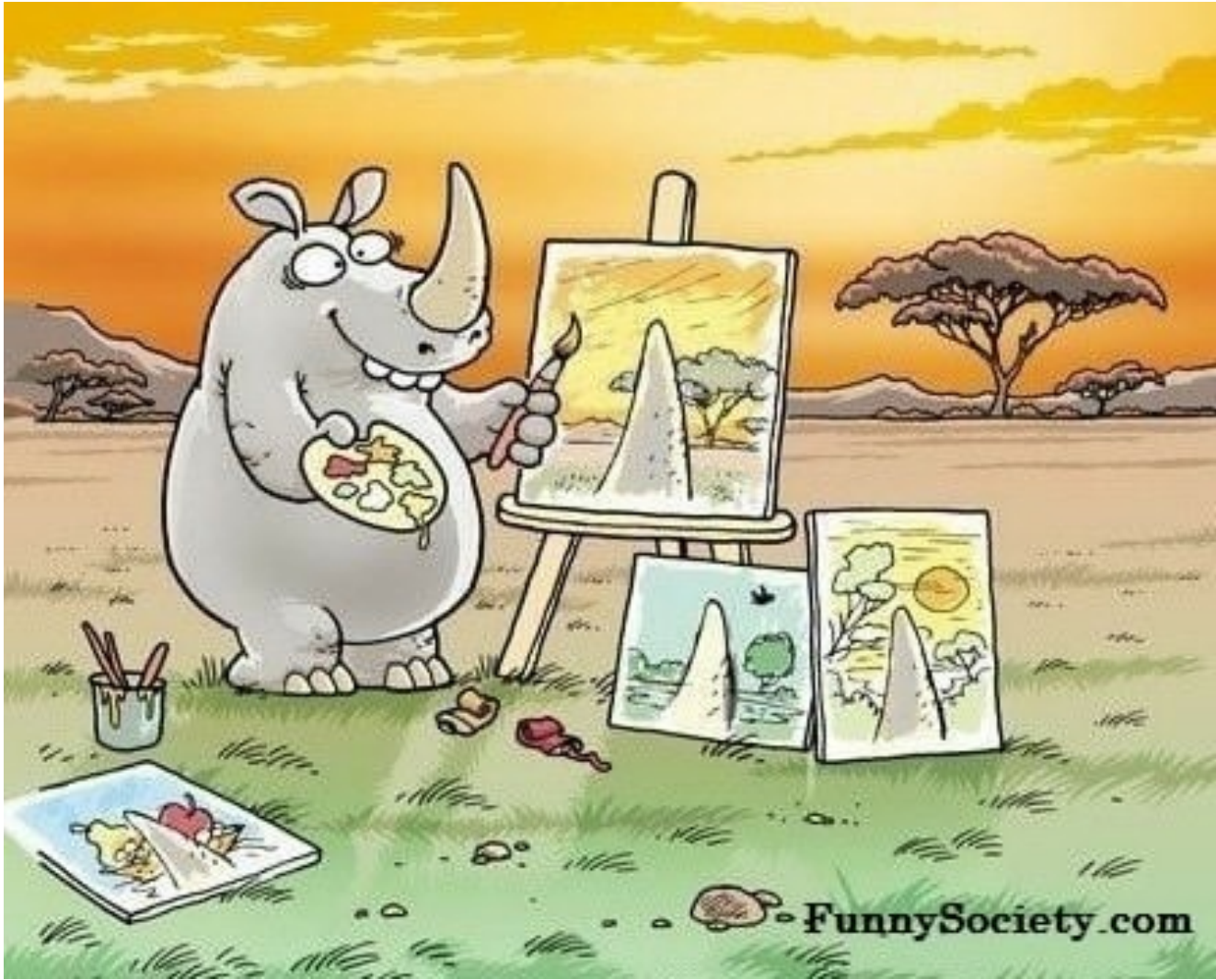
Think of a Prospective Customer

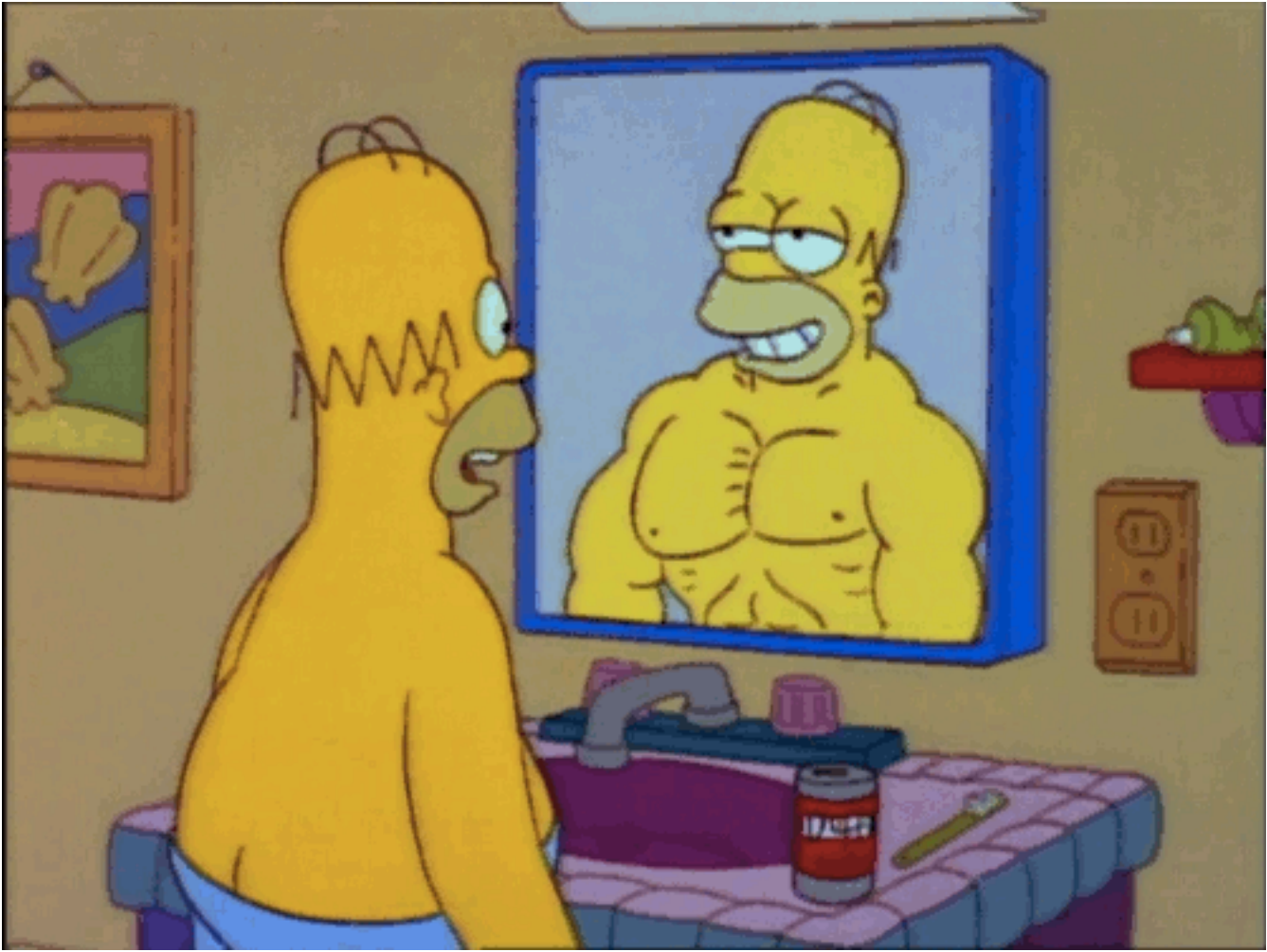


1. **Why doesn't the customer care about your **product**?**
2. How do you build a sales process?
3. What's the one thing you need to do next?











# + Why [People at] Enterprises Buy



+ **Revenue**

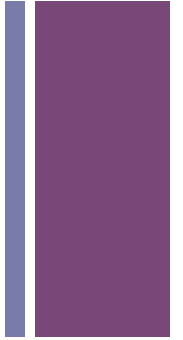
- **Cost**

+ **Efficiency**

- **Risk**

# Stated vs. Actual Needs





## **Stated Need:**

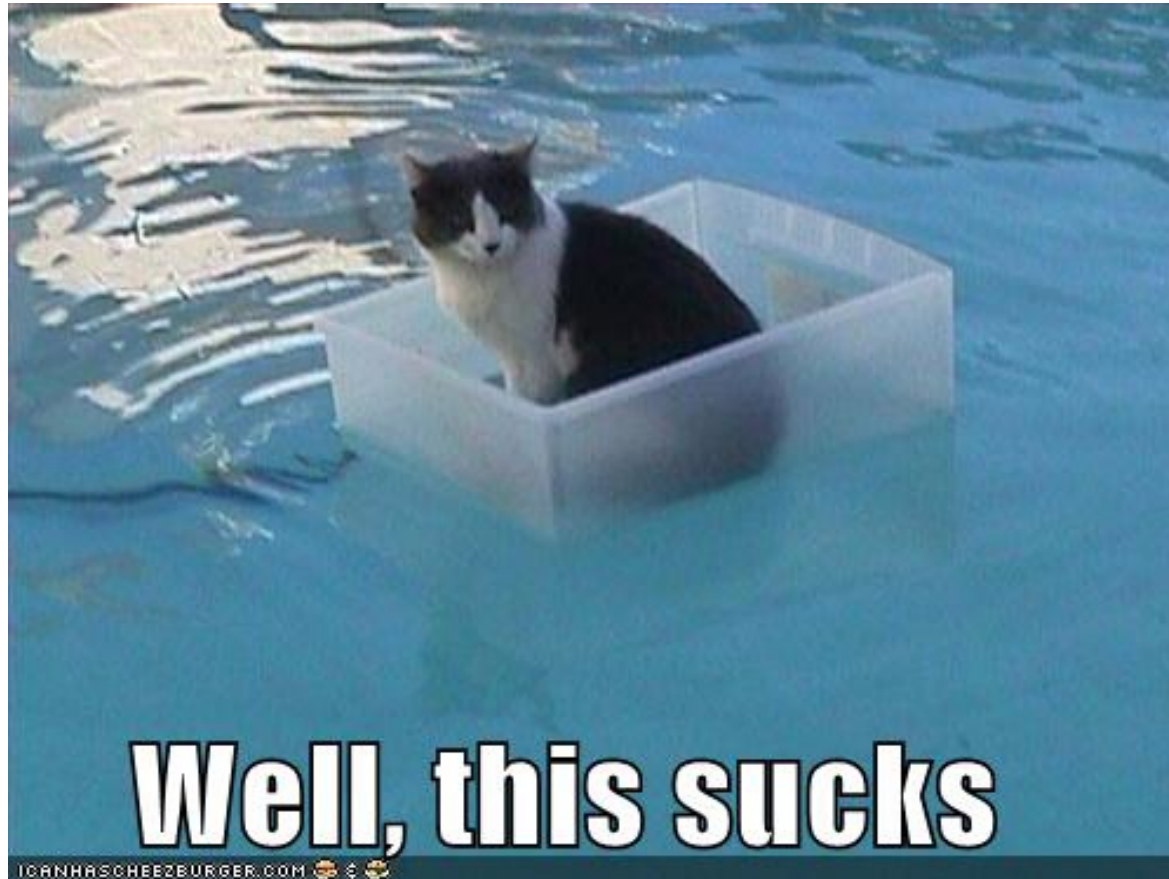
“We’re looking for a new web meeting software.”

## **Actual Need:**

“Our sales reps aren’t closing enough business.”

+

# Implied vs. Explicit Needs



+

***“What job are your customers hiring you to do?”***

***-Clayton Christensen***





# 5 Whys



## 5 Whys Investigation Worksheet

Define the Problem:

1.

Why is that?

2.

Why is that?

3.

Why is that?

4.

Why is that?

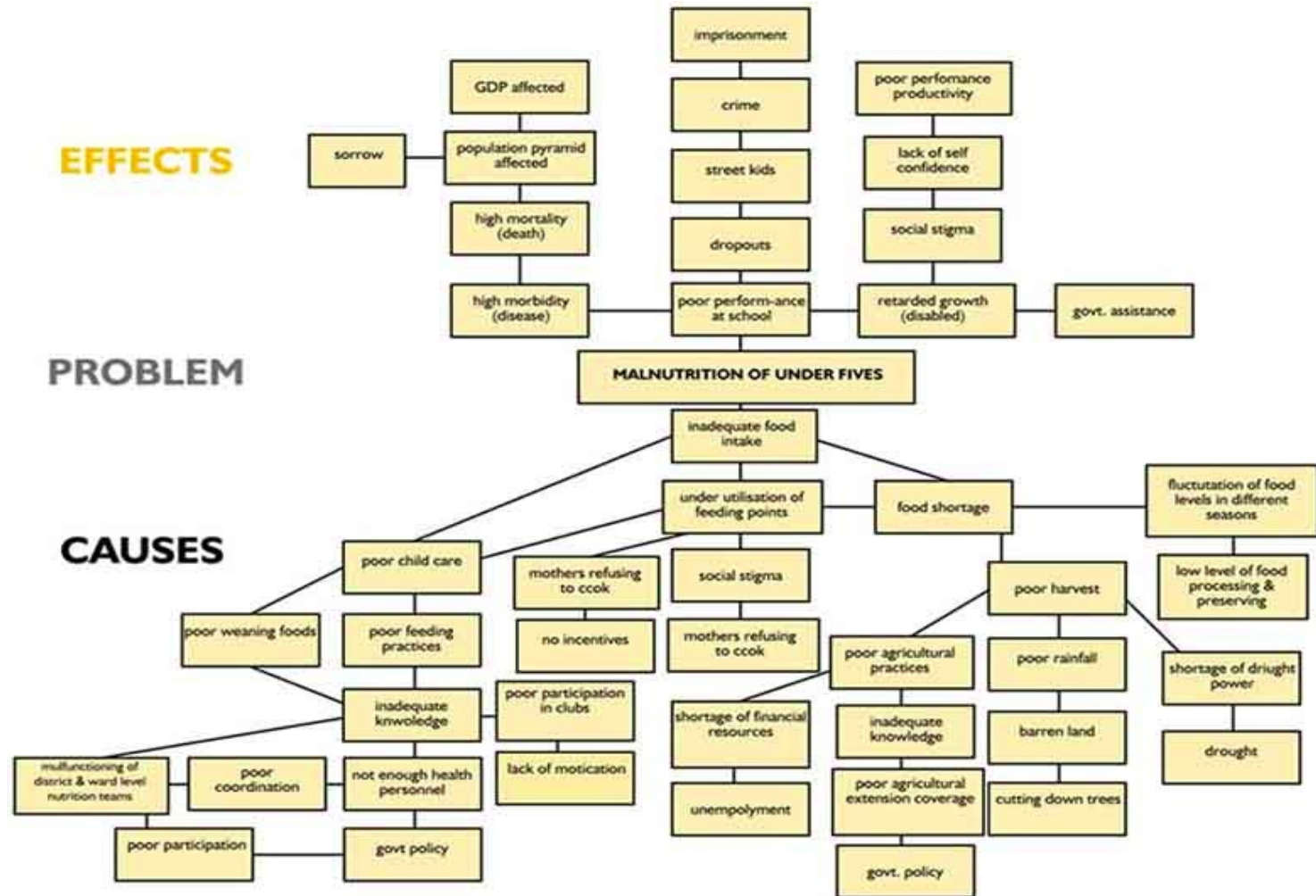
Caution: If your last answer is something you cannot control, go back to previous answer.

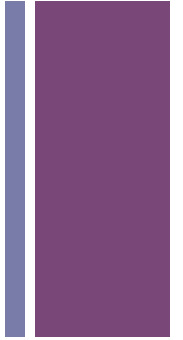
5.

Solution:



# Problem Trees





1. Why doesn't the customer care about your product?
2. **How do you build a sales **process**?**
3. What's the one thing you need to do next?

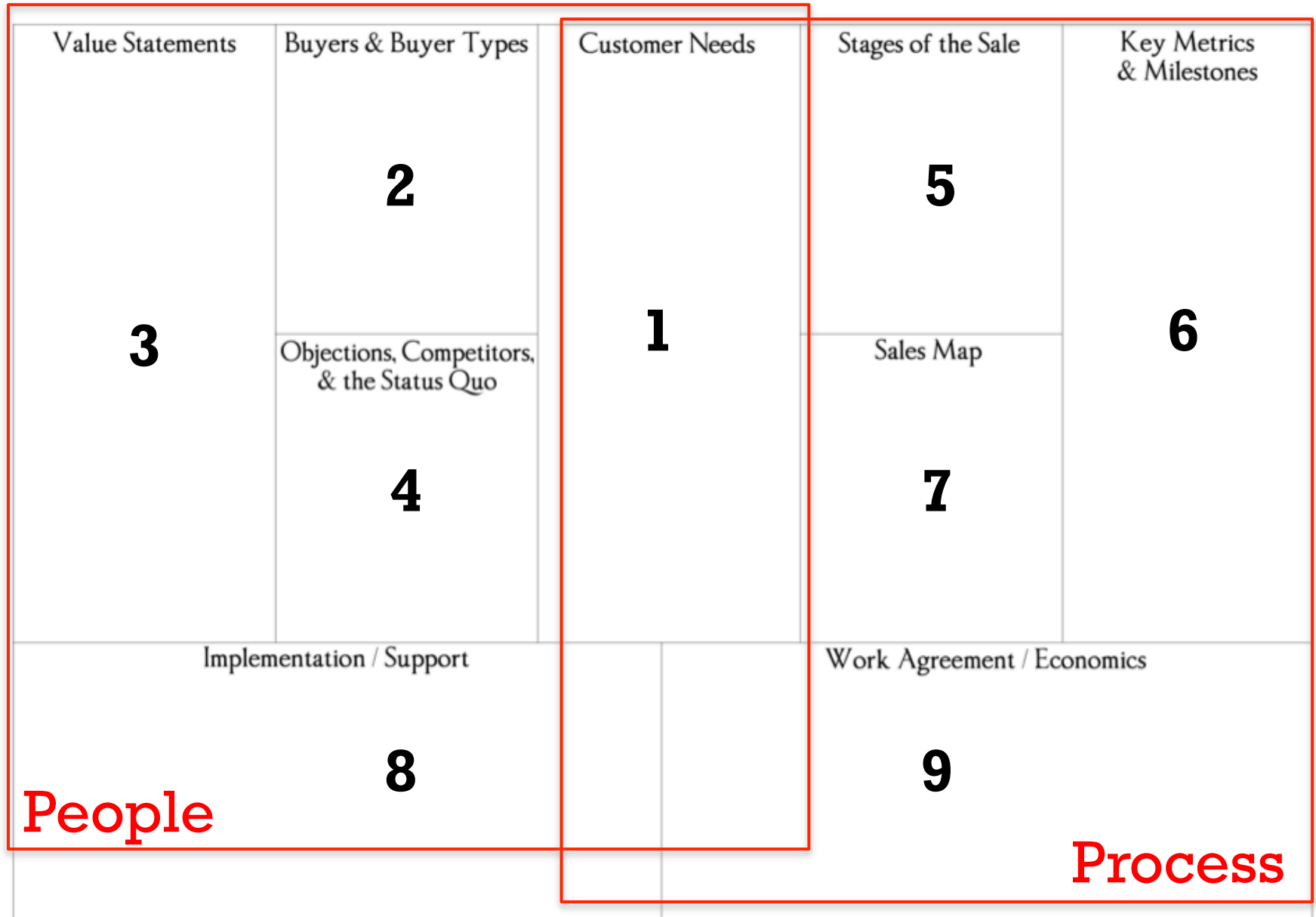


# Sales Opportunity Canvas



Value Statements	Buyers & Buyer Types	Customer Needs	Stages of the Sale	Key Metrics & Milestones
<b>3</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>6</b>
	Objections, Competitors, & the Status Quo		Sales Map	
<b>4</b>			<b>7</b>	
Implementation / Support			Work Agreement / Economics	
<b>8</b>			<b>9</b>	

# Sales Opportunity Canvas

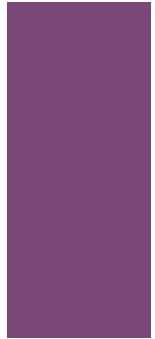


# + Buyer Types

## **USER BUYER**



## **TECHNICAL BUYER**



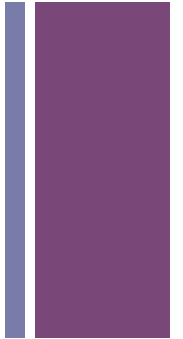
## **ECONOMIC BUYER**



## **PRODUCT CHAMPION**

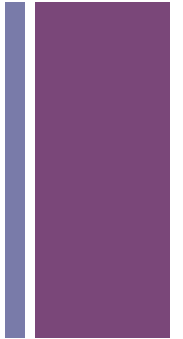


# + Value Statement Construction



1. It's not what your product does.
2. What customer needs does your solution satisfy?
3. Think numbers.

# + Competition & Objections



“Just because you think everyone’s out to get you doesn’t mean they aren’t.”

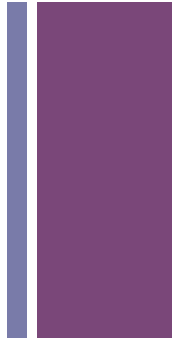
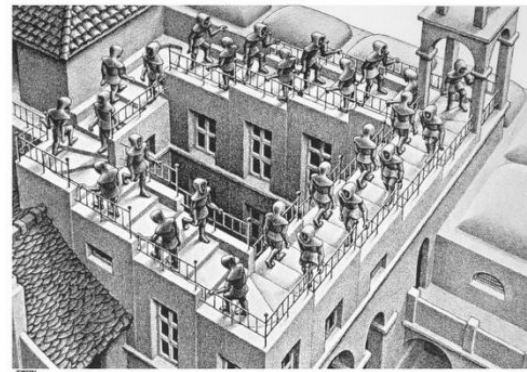
# Sales Opportunity Canvas



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Implementation / Support			Work Agreement / Economics	
<b>8</b>			<b>9</b>	
People			Process	



# Stages + Stalls



A. Qualification

## 1. NEEDS ANALYSIS

B. Initial Demo

## 2. EVALUATION OF TOPIC

C. ~~Proposal~~ Work Plan

## 3. RESOLUTION OF CONCERNS

D. Technical Demo

## 4. IMPLEMENTATION

# + Key Metrics & Milestones



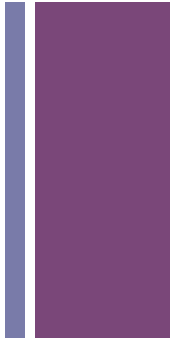


# + Sales Mapping





# Who's in control of **the next step**?



I checked my calendar,  
and I won't give a fuck  
next Monday either.

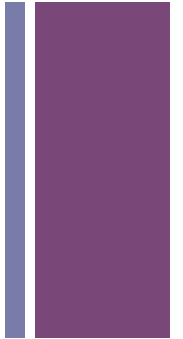


your  cards  
someecards.com

# Sales Opportunity Canvas



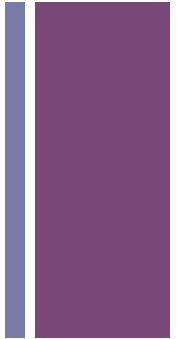
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<b>People</b>	<b>8</b>		<b>9</b>	<b>Process</b>



1. Why doesn't the customer care about your product?
2. How do you build a sales process?
3. **What's the one thing you need to do next?**



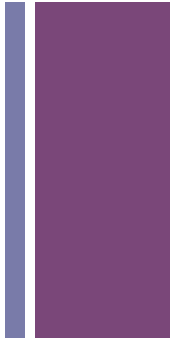




For your prospect **to implement** your solution, what would you do:

- In the **first minute**?
  - In the **first hour**?
    - In the **first day**?
      - In the **first week**?
        - In the **first month**?
          - In the **first quarter**?
            - In the **first year**?



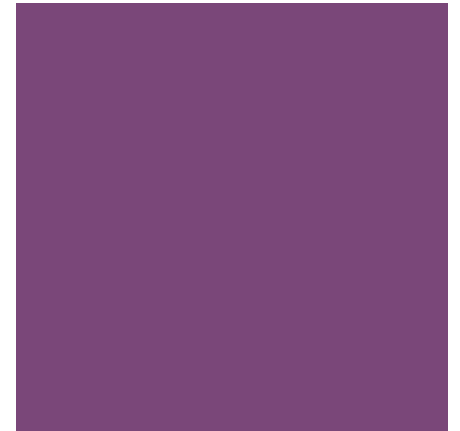


For your prospect **to buy** your solution, what can you do:

- In the **next minute**?
  - In the **next hour**?
    - In the **next day**?
      - In the **next week**?
        - In the **next month**?
          - In the **next quarter**?
            - In the **next year**?



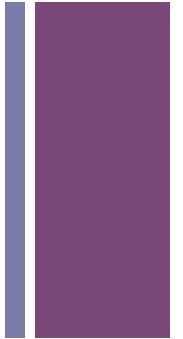




+  
**Implementation & Support**



+ A few more things about [Enterprise]  
Sales...

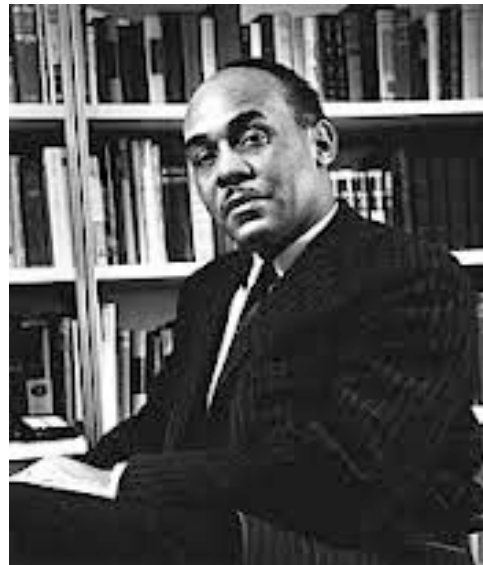


The sale **always** takes longer than you think it should and longer than the prospect tells you it will.

*Assume 1 month per \$10,000*



The decision-maker that counts the most is usually **invisible** to you.



There is **always** more than  
one decision-maker.



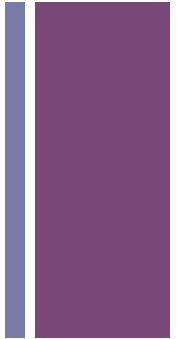
In my house I'm the boss, my wife is just the  
decision maker.

(Woody Allen)

It's **never** about price.



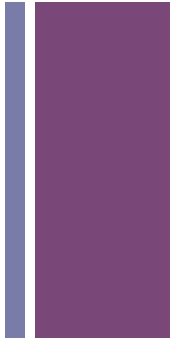
+ So...



1. Why doesn't the customer care about your **product**?
2. How do you build a sales **process**?
3. What's the one thing you need to do **next**?



SALESQUALIA



# Improve Sales Performance



# STARTUP SELLING

HOW TO SELL IF YOU REALLY,  
REALLY HAVE TO  
AND DON'T KNOW HOW

 **udemy**



**SALES  
QUESTIONS  
ANSWERED**

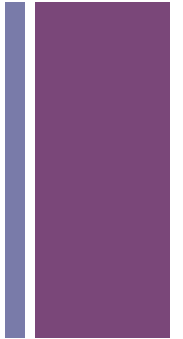
SCOTT SAMBUCCI



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