



BTA West Capture The Magic

The New Sales Strategy

Chris Ryne – Growth Achievement Partners



Agenda

- Relevance of technology today and the advantage it provides
- Important selling skills for today's market
- The sales strategies proving most effective



The BIG Question

- How do I address all of this “new” stuff and not screw up my core business?



The “Perfect Storm” Driving Technology

**Access
from
everywhere**



Mobility

**Sharing
Opinions &
experiences**



Social

**Resource
Sharing**

Cloud



Big Data



**Increase
operational
understanding**



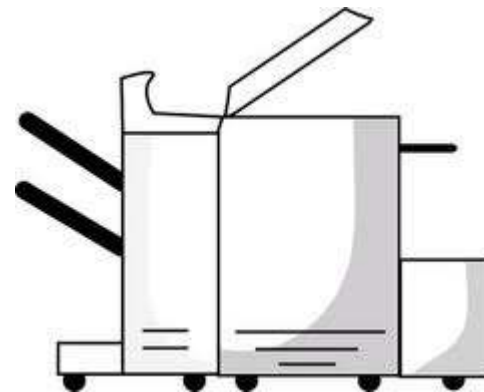
Relevance

“With the overwhelming, unprecedented growth in **social media, mobility, and cloud computing**.....if companies don't see the impact on every facet of their **business** and their **lives**, they simply are not paying attention.”

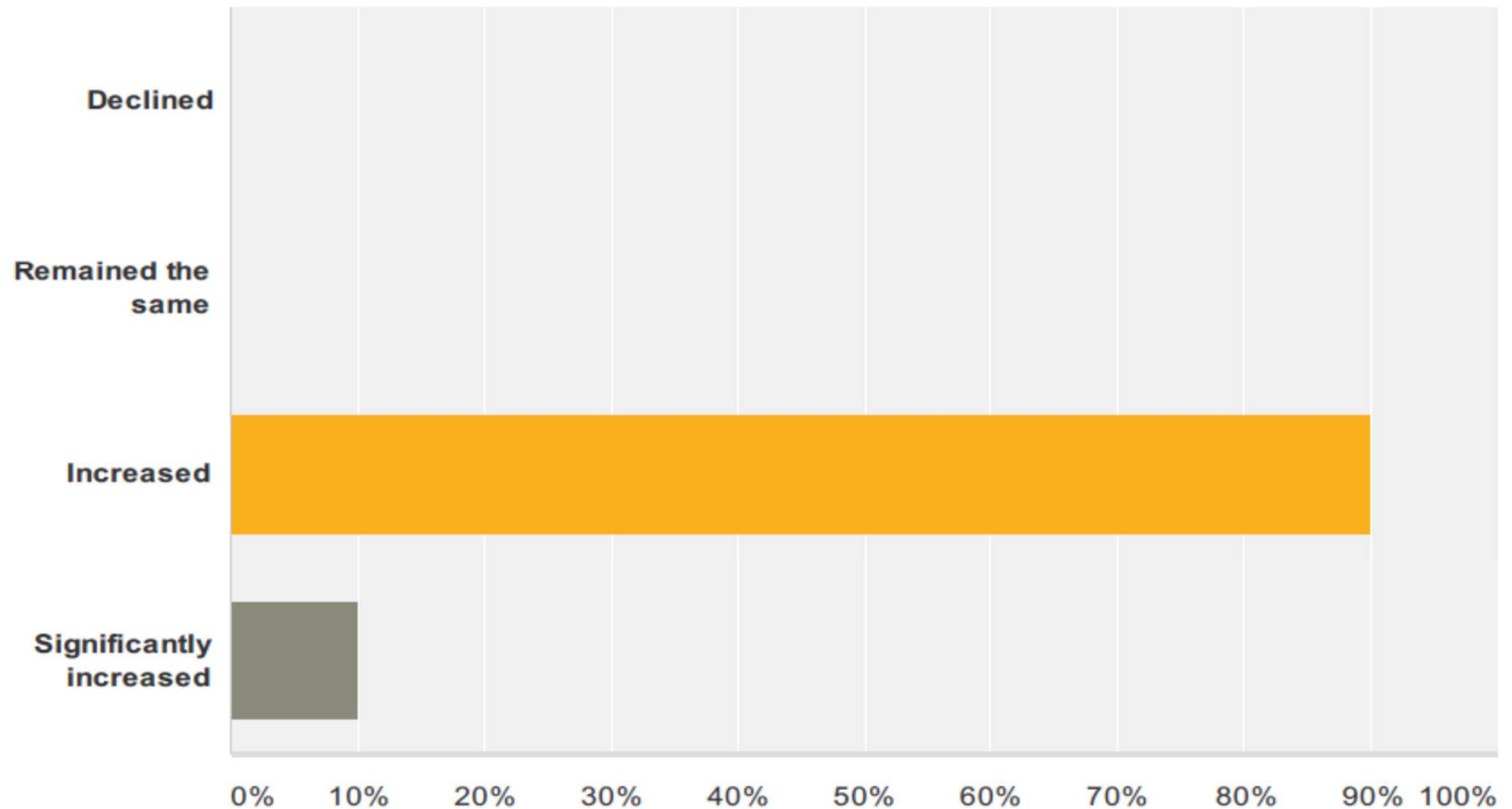


- “Technology” may be the most relevant topic on the planet today!

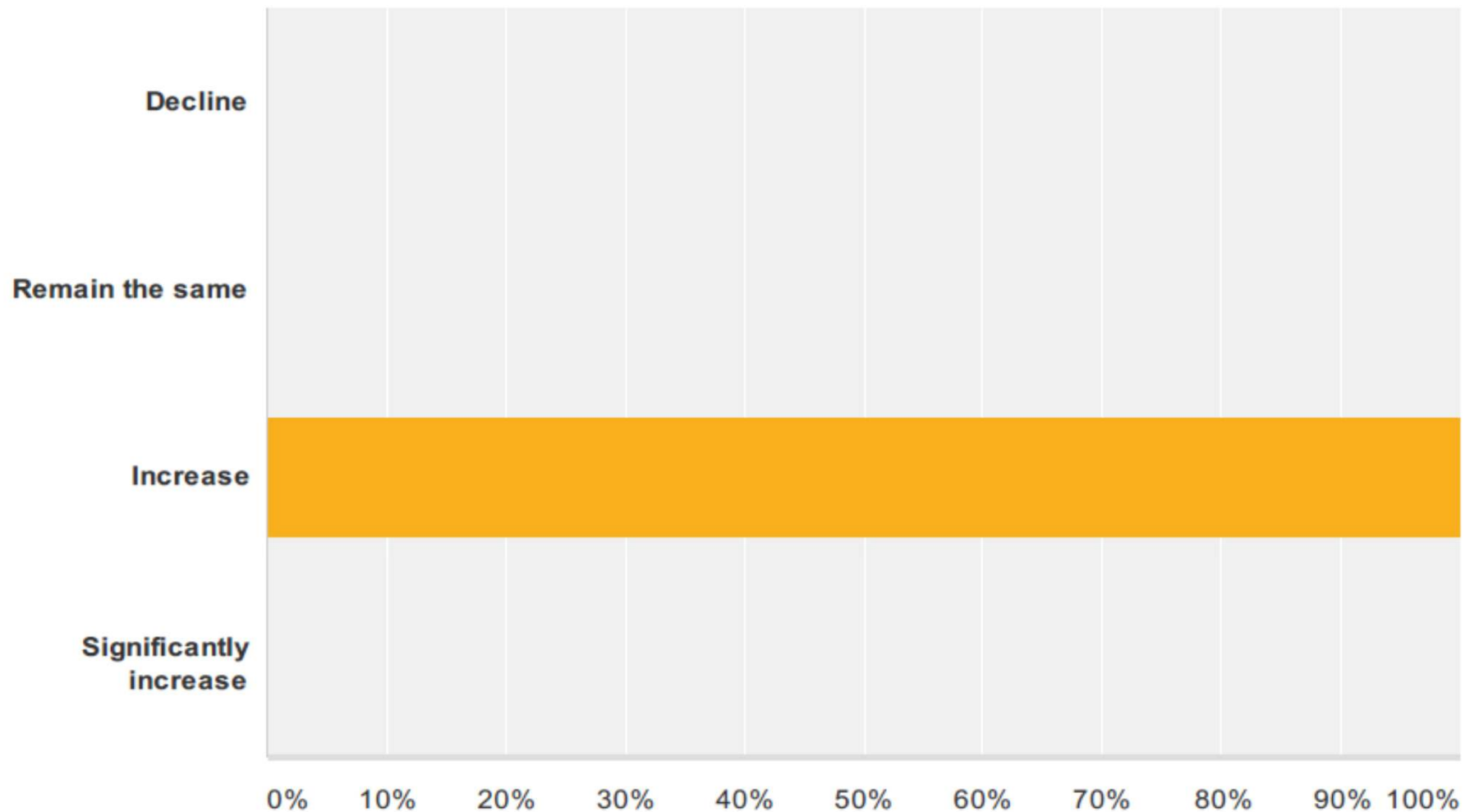
Relevance = Sales



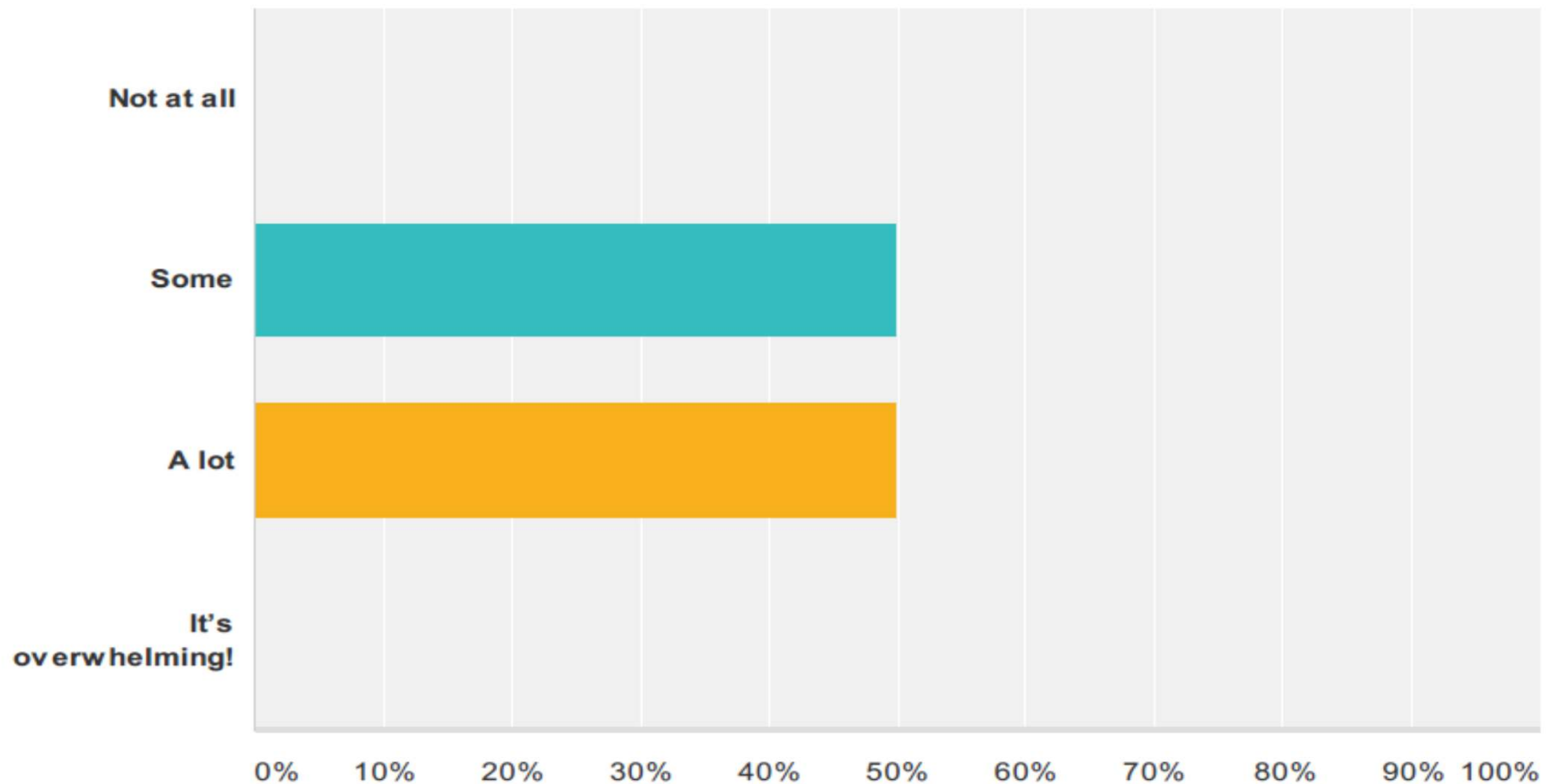
Q2 Over the last 12-24 months, the company reliance on technology to operate the day to day functions of the business have:



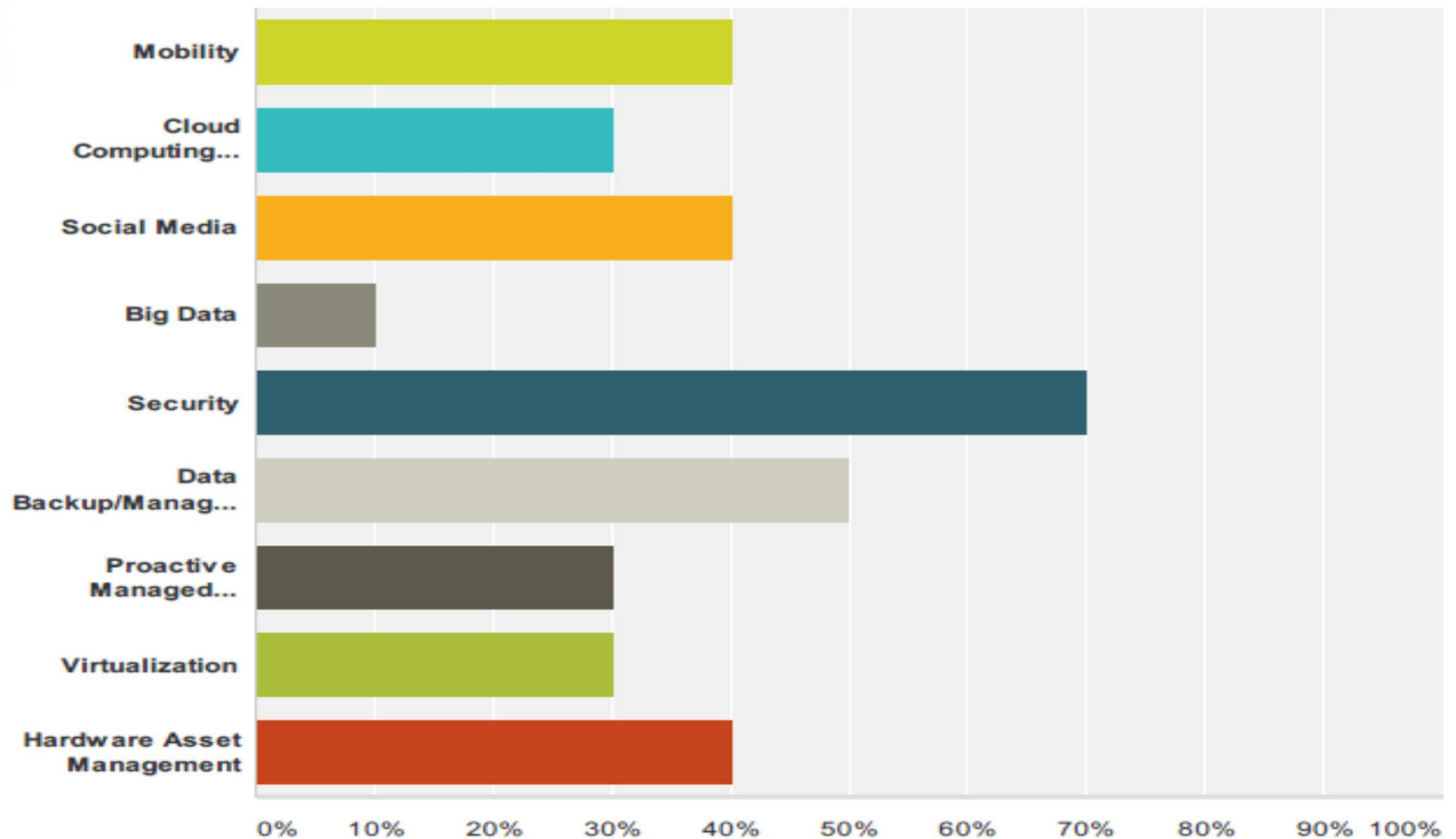
Q3 Over the upcoming 12 months, do you believe the company reliance on technology to operate the day to day functions of the business will:



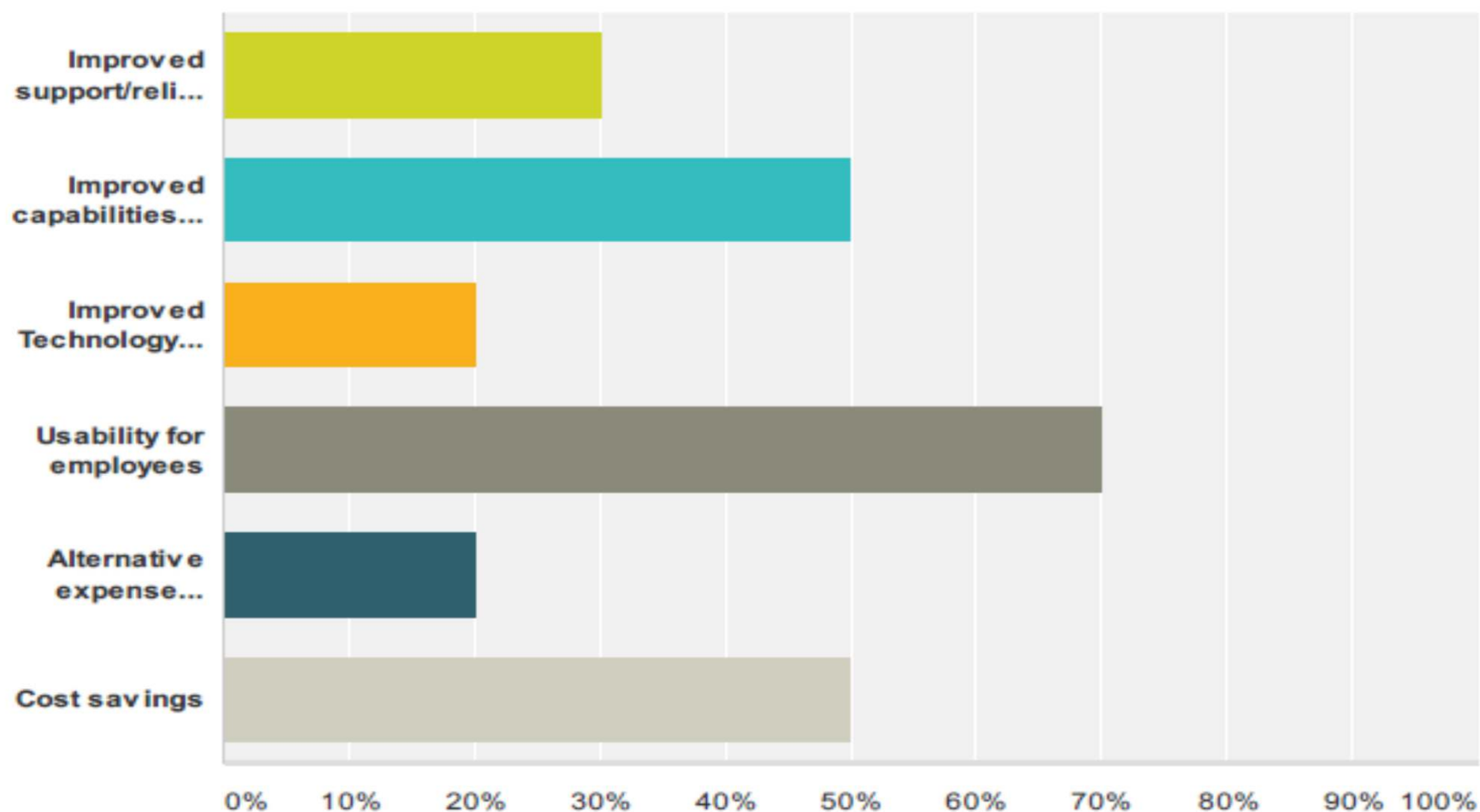
Q4 How would you say that trends and/or requirements in your specific industry are going to impact your technology needs and/or utilization in the upcoming 12 months?



Q5 Which of the technology areas below are (or are going to be) the most important to your business in the upcoming 12-24 months? (you can choose multiple items)



Q6 As you are looking at making technology investments/improvements/decisions in the upcoming 12 months, what will be the most important items you will be looking for? (you can choose multiple items)



Section Summary

- We have always sold relevant technology
 - ADF, Tray-less Duplexing, Finishers
 - Analog to digital
 - Scanning & Workflow
 - Content Management & BPO
 - 3D Printing
 - Managed IT and Cloud...and on and on...
- Technology in its broadest scope offers tremendous relevance for reps to position and discuss
 - Also helps determine “Transactional” vs. “Strategic” accounts
- These “new” (more appropriate word is “next”) things augment the core business today, and replace the declines tomorrow
- High-performing dealers are leveraging this to sell more copiers **now**

Agenda

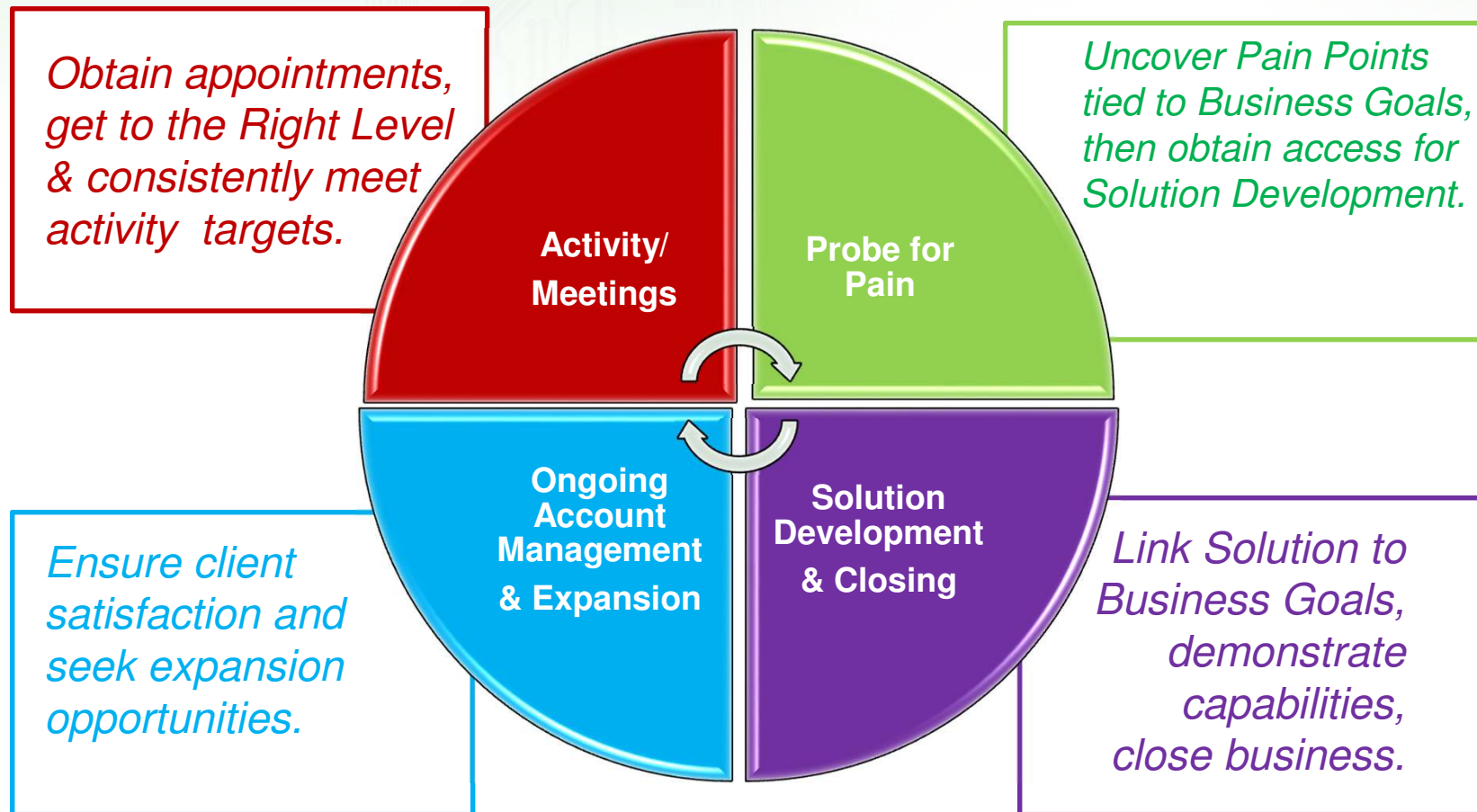
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The New Sales Strategy?

- There really is nothing new
 - See the people
 - Mutually identify “pain”
 - Ensure both needs and proposal line up with Business Goals
 - Build upon the relationship to sell more stuff
- But updated and enhanced skills and tactics are required

Sales Process Competencies Rep Assessment



Activity / Meetings

Meetings	I consistently demonstrate the ability to obtain an appointment with a prospect.	2.76
Right Level	I am able to establish meetings with the Executive Decision Maker, “with and without” a sponsor.	2.51
Activity Targets	My time and territory management skills enable me to meet “top of funnel” activity targets.	2.25

Probe for Pain

Lead Interactive Process	I can lead an <u>interactive discussion</u> with an Executive Decision Maker focused to Office Equipment, Business Processes, Managed Services, and MPS.	2.73
Business Goals	I consistently uncover <u>Industry Trends</u> and <u>Business Goals</u> as part of the sales process.	2.36
Access Provided for Next Step	Based upon mutual decision, I am able to gain access to the process owners as a “next step” in sales process.	2.68

Solution Development & Closing

Utilize Specialist & Process	I effectively “position” the specialist, and keep the opportunity moving forward through clearly describing the sales process, aligned to the customer buying process.	2.64
Deal Momentum	I maintain momentum and focus to solution development, tied to the customers Business Goals.	2.39
Close Business	I am able to close opportunities and consistently achieve expectations.	2.55

Ongoing Account Management & Expansion

Account Review Cadence	I have established (and “calendarized”) a cadence for all my accounts for ongoing account reviews (annual, semi-annual, quarterly, or monthly).	1.86
Broaden Opportunities	I effectively utilize those Account Reviews to establish additional contacts and drive deeper and wider opportunities.	2.06
Off Cycle Sales	My <i>Revenue Per Customer</i> is increasing through closing “off equipment cycle” sales opportunities in my forecast.	1.79

Assessment Summary

- **Activity** - “I can get appointments, but not enough of them”
- **Pain** - “I can talk about all the stuff we sell, but don’t link it to Business Goals”
- **Closing** - “I use a specialist where appropriate, but even that does not help maintain deal momentum, which keeps me from producing consistently”
- **Expansion** - “Neither me or my customers see much value in reviews”

Section Summary

- Use this assessment with your reps to see where they and your teams are
- Ensure the reps can
 - Leverage technology and relevant topics to get more appointments
 - Understand, identify, and **mutually** link “pain” to Business Goals
 - Use those Goals to maintain momentum (and relevance) and reduce then tendency to go from “savior to stalker”
 - Establish “Trusted Advisor” status during reviews, not just operational reporting
 - Identify and list manage “Transactional” vs. “Strategic” accounts

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“Situational Fluency”



**Walk &
Chew Gum**

**Slam Boxes
&
Go Deeper and
Wider**



Transactional vs. Strategic Accounts

- **Transactional Account**

- Utilization of technology is “operational”
- Non-dynamic environments and industries
- Views technology as a commodity
- Focused on price
- Looking to cut costs

- **Strategic Account**

- Utilization of technology is both “operational” and “strategic”
- Dynamic environments and industries
- Views technology as a tool
- Focused on Business Efficiency and Strategy
- Looking to make appropriate investments

Stairway To Heaven?

Strategy

Trusted Adviser

Advice

Problem Solver

Reliability

Preferred
Supplier

Price

Vendor

What is a Trusted Advisor?

- Trusted Advisor
 - With their candor and expertise, the **Trusted Advisor** is a pivotal player in the exploration of new ideas, discovering solutions to critical problems, illuminating organizational blind spots and navigating the road ahead.
 - A person relied upon by their clients to have expertise in not one, but in many areas of a business.
- We (the BTA channel) are strategically positioned to be the Trusted Advisor for SMB's *(especially if you have vCIO's in your organization)*

What Trusted Advisers Have/Do That Average Performers Don't

Great Communication Skills

Seize The Initiative

Put the Customer First

Business Acumen

Big Picture Thinking

Technically Strong

Source: Alexander Consulting

3 Keys to becoming a Trusted Adviser

1. Gain a Clear Understanding of Strategies and Business Goals
2. Be able to add value/bring expertise to the relationship
3. Develop contacts at multiple levels
 - In particular, Senior Level relationships

Look at your current account relationships...

- Of those accounts...

- Which accounts are you a Trusted Adviser today?
- Which accounts do you have credibility, bring value, and could have access?
- Which accounts meet the criteria, but you have work to do to get there?

Which accounts meet this criteria today?

- ✓ *Technology matters (is “strategic” to the business)*
- ✓ *Stronger relationships will eliminate competitors*
- ✓ *Expansion opportunities have been mutually identified*
- ✓ *We can get access “higher and wider” within the organization*

Session Summary

- **Advantage and relevance of technology**
 - Use the relevance to get more appointments, and with a broader (higher level) audience
 - Leverage its priority to close copier deals sooner
- **Important selling skills for today's market**
 - Assess your teams to get an understanding of where they are today, particularly in relation to understanding and obtaining business goals
 - Build skills around interactive sales abilities to mutually link needs to achieving those Business Goals
- **Sales strategies proving most effective**
 - Identify and list manage Transactional vs. Strategic accounts
 - Achieve Trusted Advisor status where appropriate

Interested in learning more?

- Growth Achievement Partners
 - Chris Ryne – 913-522-5454
 - Mitch Morgan – 913-269-7255
- GAP & KTG Joint Workshop
 - 2 day comprehensive workshop delivering **BOTH** Prospecting and Strategic Sales Process training
 - November, 2014 – details coming soon!

