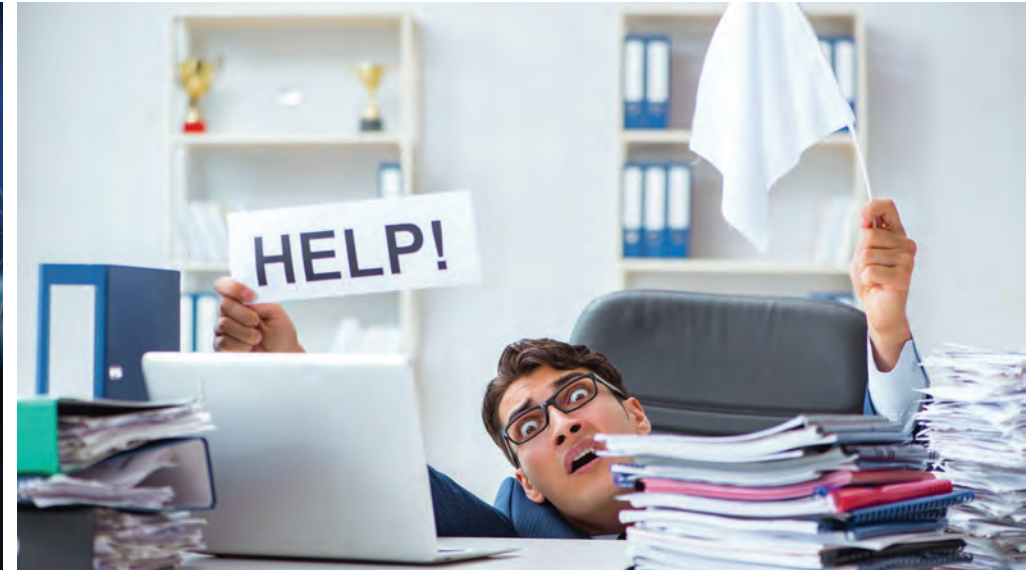


A hand is shown reaching out from the left side of the frame, with the index finger pointing towards a digital globe. The globe is composed of a wireframe mesh and is surrounded by a network of white dots connected by thin lines, representing a global network or data flow. The background is a dark blue gradient with a blurred cityscape at night.

5 KEYS TO CLOSING MORE DEALS

IN CHAOTIC TIMES

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Marc Wayshak

Founder of...

Sales
Insights Lab 



In this training, you will learn:



Sales
Insights Lab 

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Most salespeople have very little to no formal sales training.



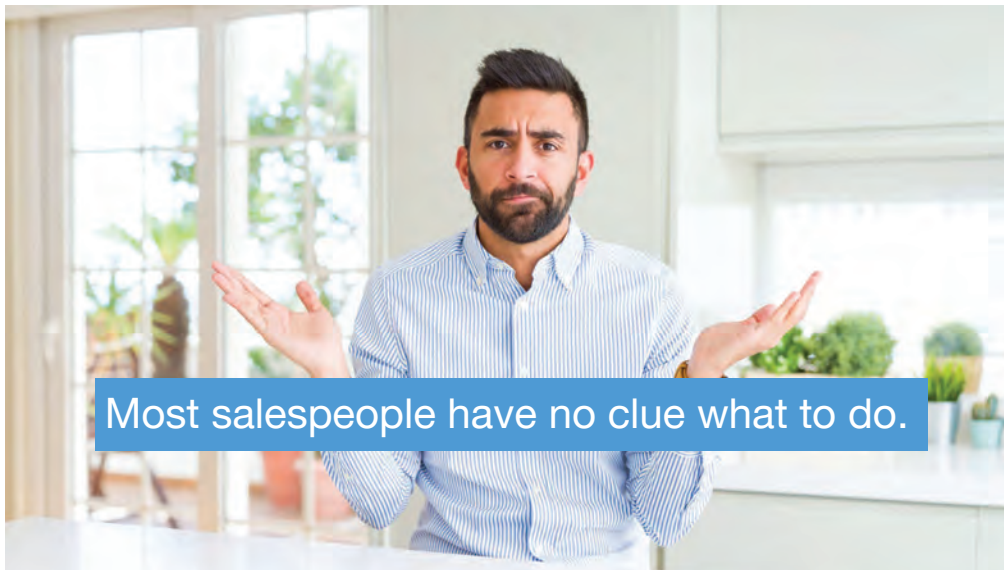
5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“Most salespeople are overtrained on their products and undertrained on sales skills.”

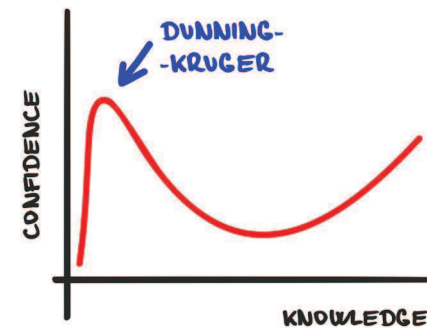
—Gong.io

“Only 37% of salespeople are consistently effective.”

—HBR



Too ignorant to know that we're actually ignorant.



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“One out of every nine employees in the United States works in sales, making it the second-largest occupation in the country.”
—U.S. Bureau of Labor and Statistics

“46% of salespeople didn’t intend to go into the sales profession.”
—HubSpot



Most people follow the MSU (Make Stuff Up) Approach to selling.

“The majority of behaviors salespeople engage in hinder the likelihood of the sale.”
—HBR

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“Bottom-performing reps talk about 70% of the time, while top performers talk less than 50% of the time.”

—Gong.io



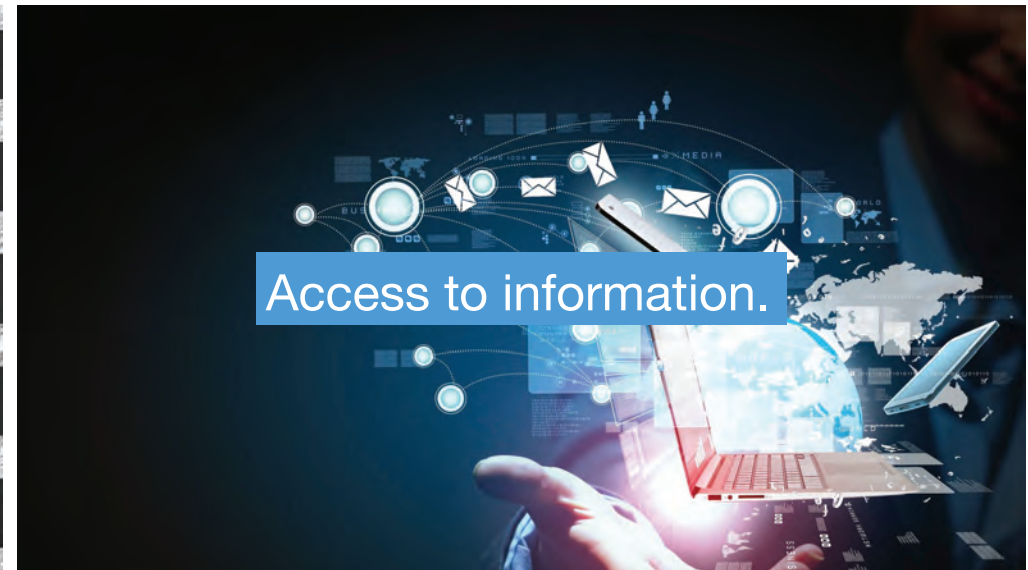
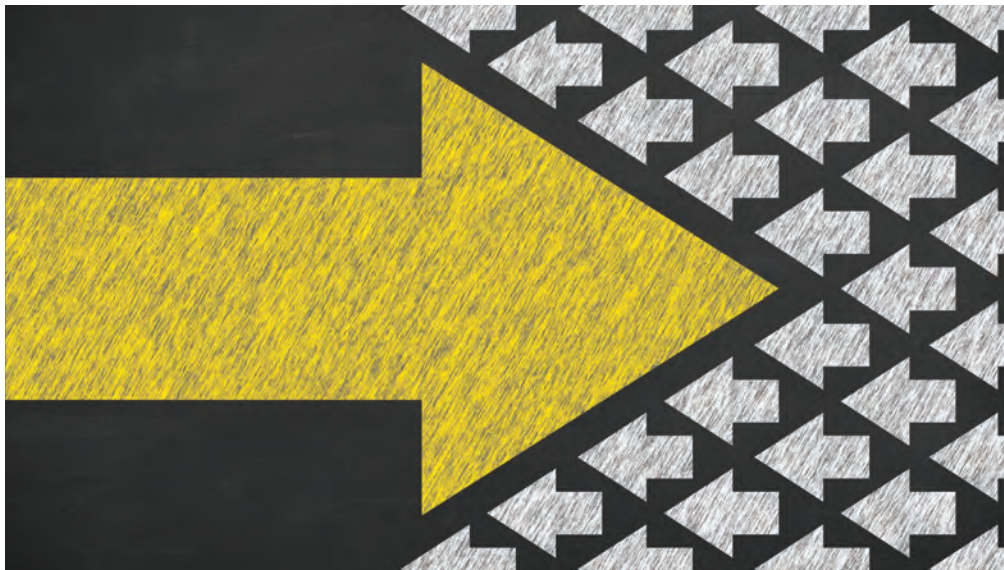
Top performers focus on having great conversations with the right people.

“Just 18% of salespeople are classified by buyers as trusted advisors whom they respect.”

—Steve W. Martin

In this training, you will learn a step-by-step approach to sales success in today’s world —driven by data, not opinions.

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Most buyers simply don't find sellers valuable.

Because of the internet, buyers are further along the sales process when they engage salespeople.



“57% of salespeople agree that buyers are less dependent on sales during the buying process compared to a few years ago.”

—HubSpot



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



All companies are focused on selling solutions.



As companies aim to sell and bundle more complex offerings, buyers become more wary and savvy.

Consensus-based buying is the new norm.

“6.8 people are involved in any buying decision in the B2B space on average.”

—CEB Global

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Companies are now larger.

The smallest Fortune 500 company is now *many* times larger than the smallest Fortune 500 company just 20 years ago.

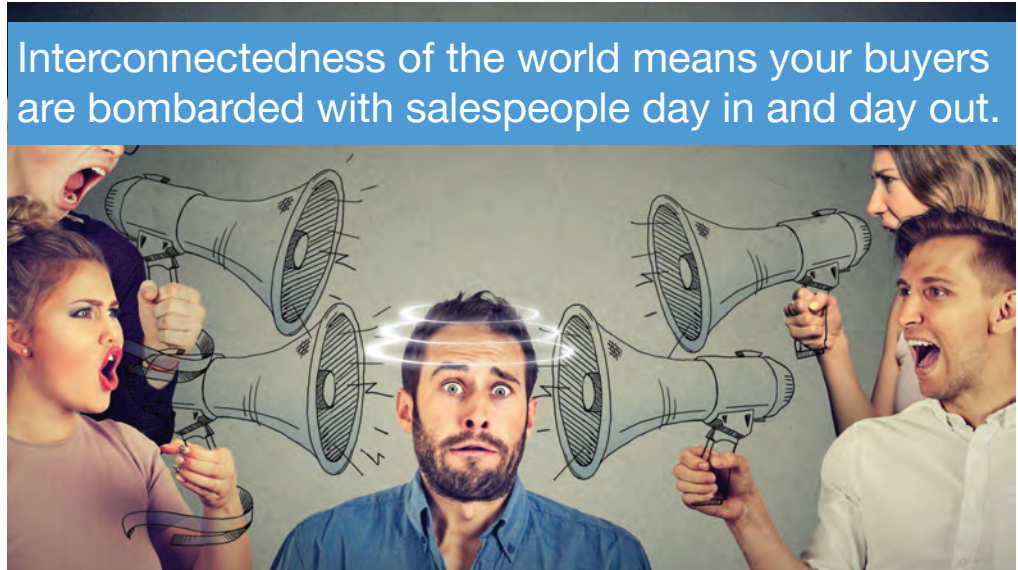


Even smaller companies are consolidating.



Private equity is changing the game of even smaller and mid-size organizations.

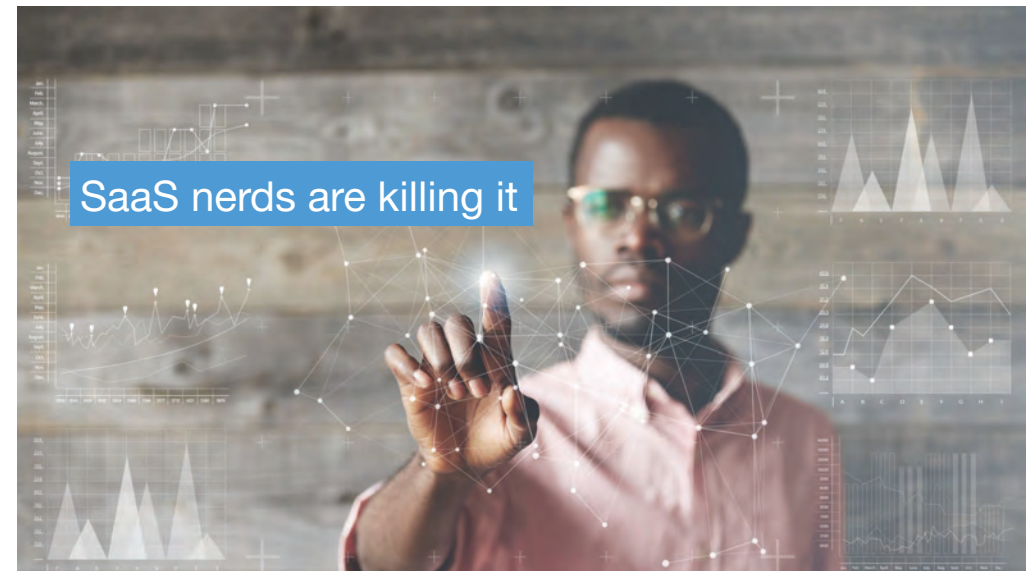
5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



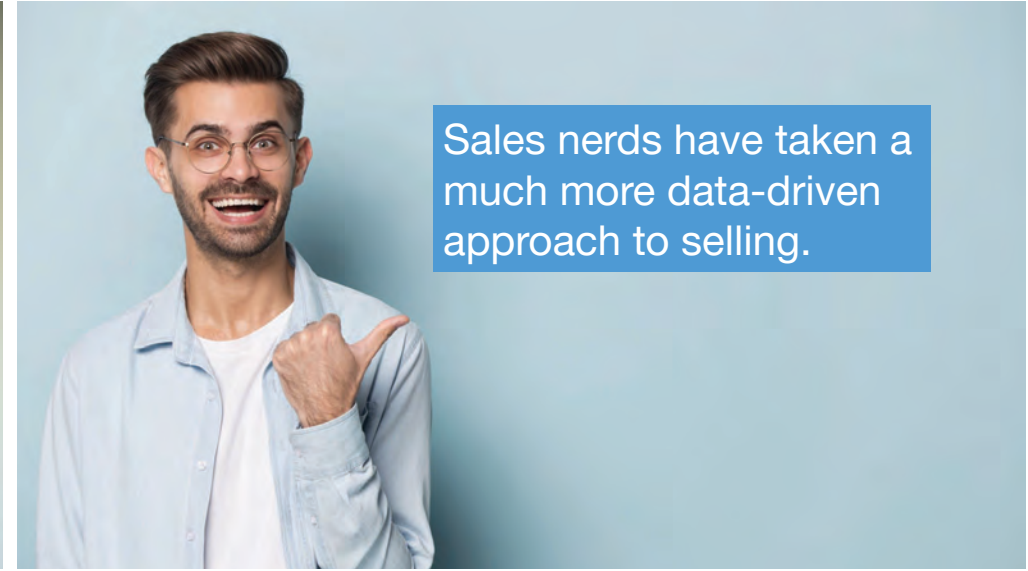
5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



For the first time ever in sales, there is really good data on what top performers do differently.



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Sales nerds have taken a much more data-driven approach to selling.


They've proven that sales isn't an innate talent.

“High Performers are 1.5x more likely to base forecasts on data-driven insights than Under Performers.”

—Salesforce.com


5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

The majority of salespeople are still using old-school sales methods.

A miniature businessman in a dark suit stands on the peak of a tall stack of silver coins. Several other stacks of coins of varying heights are visible in the background, creating a sense of progression and growth. The background is a blurred office setting.

Top performers are winning more sales than ever before.

It's not just about win rate. Many companies are closing deals that are less than ideal.

A hand is shown placing a wooden star on top of a row of five other wooden stars. The stars are arranged in a slightly ascending line from left to right on a light-colored wooden surface. The background is a plain, light-colored wall.

It goes beyond win rate—
Size. Price. Quality.

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



We want high-quality sales.



As sales get more complex, the difference between top and bottom performers grows.

“The top 20% of salespeople account for more than 50% of an organization’s revenues.”

—CSO Insights



Randi vs. Carolyn

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

It's time to take a more data-driven approach to selling. The outcome could be the difference between starving and blowing past your numbers.



Struggling to reach decision makers

Outsold by the low-cost competition

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Competing mostly on price

Sales cycles that are simply too long

Fighting off low-cost competitors

Dealing with unqualified leads

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Losing prospects to “think it overs”

Wasting time on unqualified prospects

Getting shopped around and losing sales

Not closing the business effectively

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Not enough leads

Increased competition

Selling on much tighter margins than ever before

Busy but not productive

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Professional visitors and order-takers

Giving price quotes but not closing deals

Struggling to sell on value

Lacking motivation to prospect

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Not sure what to say in sales meetings

Not making effective prospecting calls

Not getting enough referrals

Stuck dealing with non-sales issues all the time

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



“The top 5–10% of performers use a more organized, repeatable sales process than their peers.”

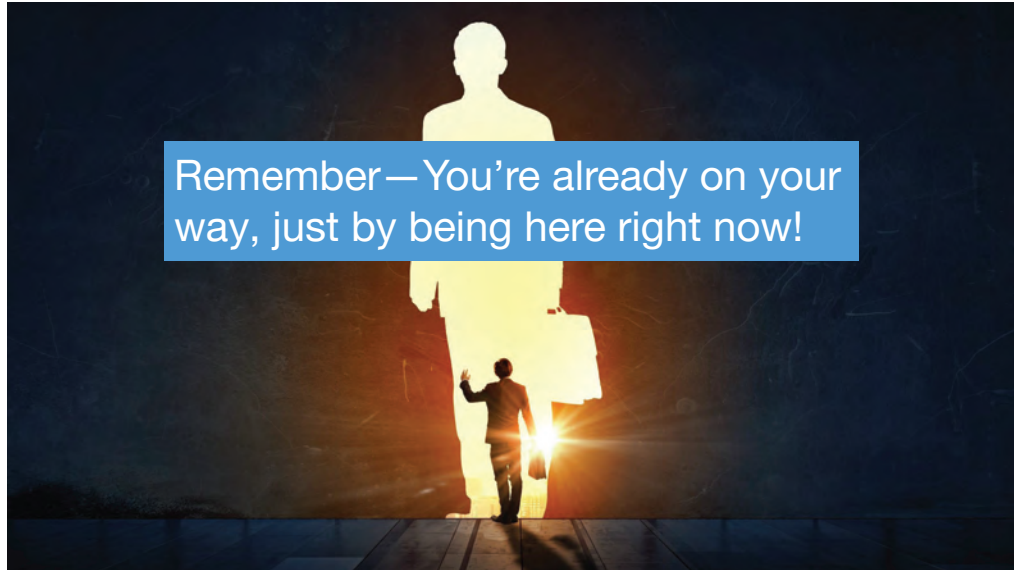
—Gong.io



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“59% of salespeople say when they figure out what works for them, they don’t change it.”

—HubSpot



Remember— You’re already on your way, just by being here right now!



FATAL FLAWS OF TODAY’S REPS



Show-Up and Throw-Up Approach

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

NCR Primer
by John H. Patterson



Let me show
you all the
revolutionary
aspects of
our product!



Feature-dumping kills sales.

“88% of the buyers surveyed believed that salespeople do not understand their problems enough to be able to help solve them.”

—Forrester Research

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Are the first 4 slides of your slide deck about *you* or about *them*?

Prospects don't care about you or your product.

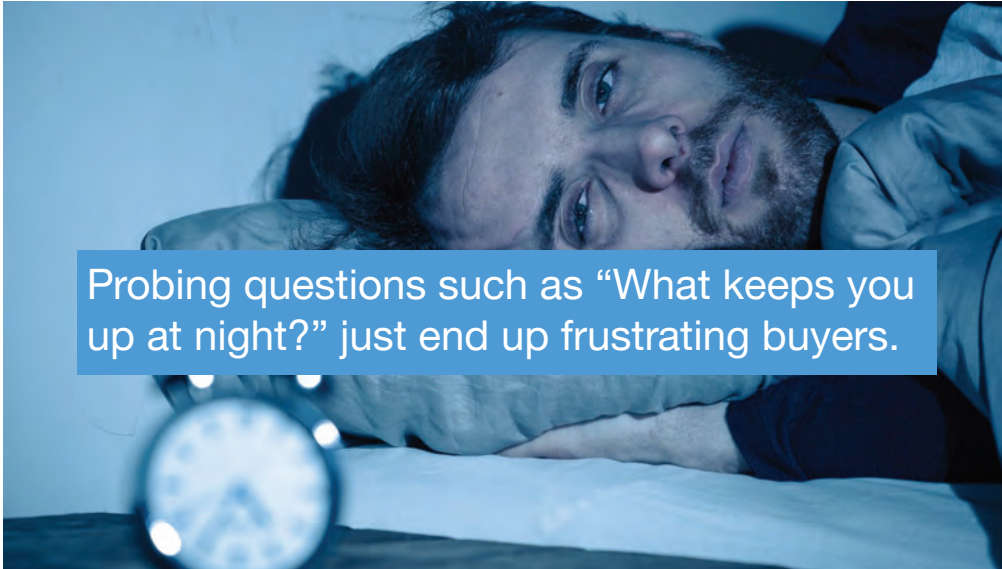


Prospects don't want the enthusiastic pitch.



Brain-Picking Approach—probing prospects without offering value.

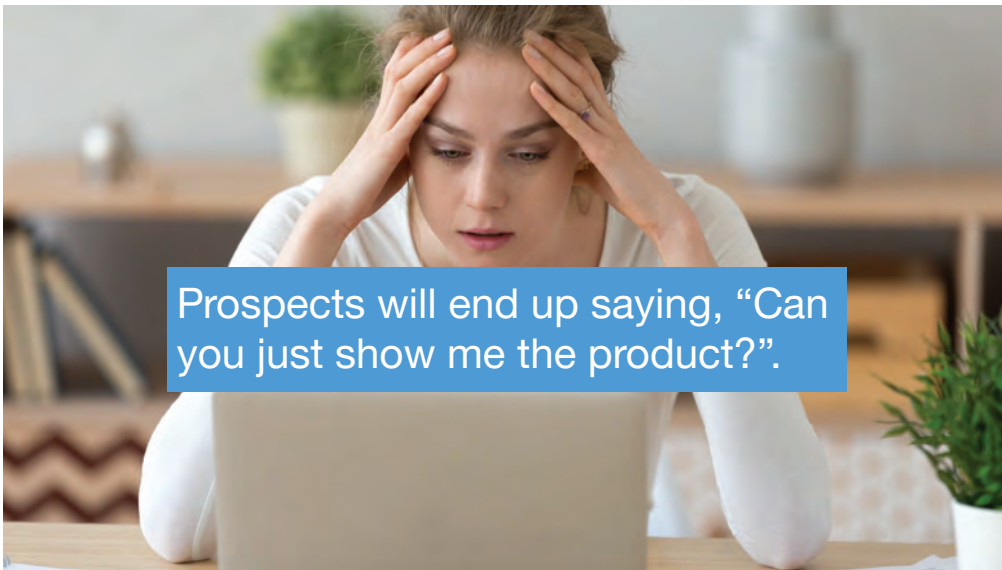
5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Probing questions such as “What keeps you up at night?” just end up frustrating buyers.

“Two-thirds of buyers avoid revealing the truth about their intent to salespeople.”

—Steve W. Martin



Prospects will end up saying, “Can you just show me the product?”.

BANT Approach:

B Budget
A Authority
N Need
T Timing

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“79% of business buyers say it is absolutely critical or very important to interact with a salesperson who is a trusted advisor—not just a sales rep—who adds value to their business.”

—Salesforce.com




“Relationship Guy” Approach




Effective relationship selling is a myth.

We need to have a value-based sales process.

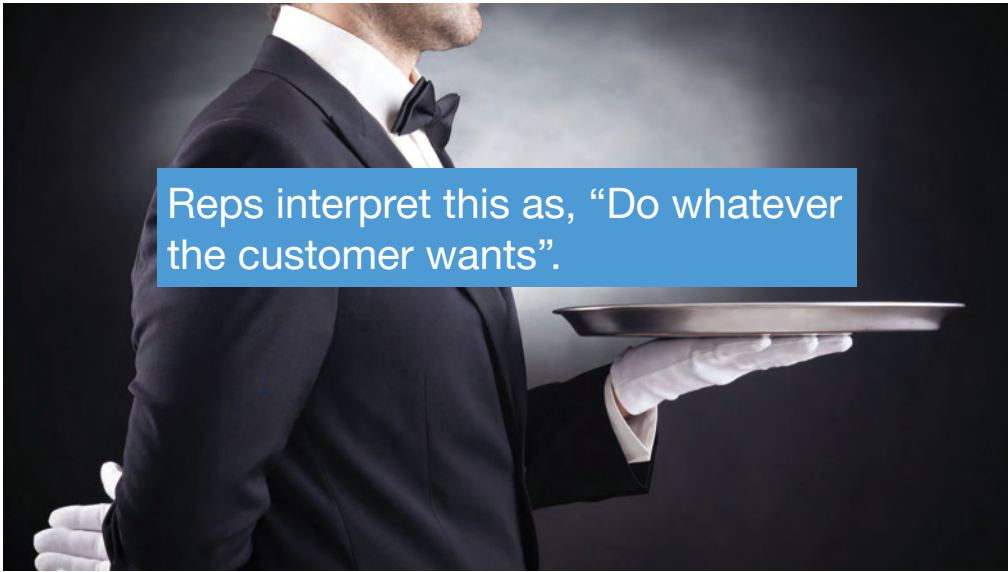
5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

A hand in a dark suit jacket is holding a silver alarm clock. The background is a dark green chalkboard with white chalk drawings of a sun, clouds, and buildings. The text is overlaid on a blue rectangular box.

Relationship builders are very generous with their time.

A woman with a headset is sitting at a desk in a call center, looking at a laptop. Other people are visible in the background. The text is overlaid on a blue rectangular box.

Many companies tell their salespeople to be passive and take a customer-centric approach.

A waiter in a dark tuxedo and white gloves is holding a silver tray. The background is dark and out of focus. The text is overlaid on a blue rectangular box.

Reps interpret this as, “Do whatever the customer wants”.

A group of five young people are celebrating outdoors, with one man in a red shirt being lifted by others. They are all smiling and looking towards the camera. The background shows a sunset over a body of water. The text is overlaid on a blue rectangular box.

Prospects don't want a friend—they want value.

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“71.4% of respondents said that 50% or fewer of their initial prospects turn out to be a good fit.”
—Sales Insights Lab

You need to determine whether or not the prospect is a fit.



WHAT'S ACTUALLY WORKING

IN SALES TODAY

Sales
Insights Method 

Sales
Insights Lab 

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Sales Insights Method Framework



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Share real (but quick) insight to show value up front.



The goal is to engage prospects and *earn* the disqualification conversation.

“Only 25% of the salespeople with whom buyers meet have an adequate understanding of their business, responsibilities, and the issues they need help resolving.”

—Forrester Research



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

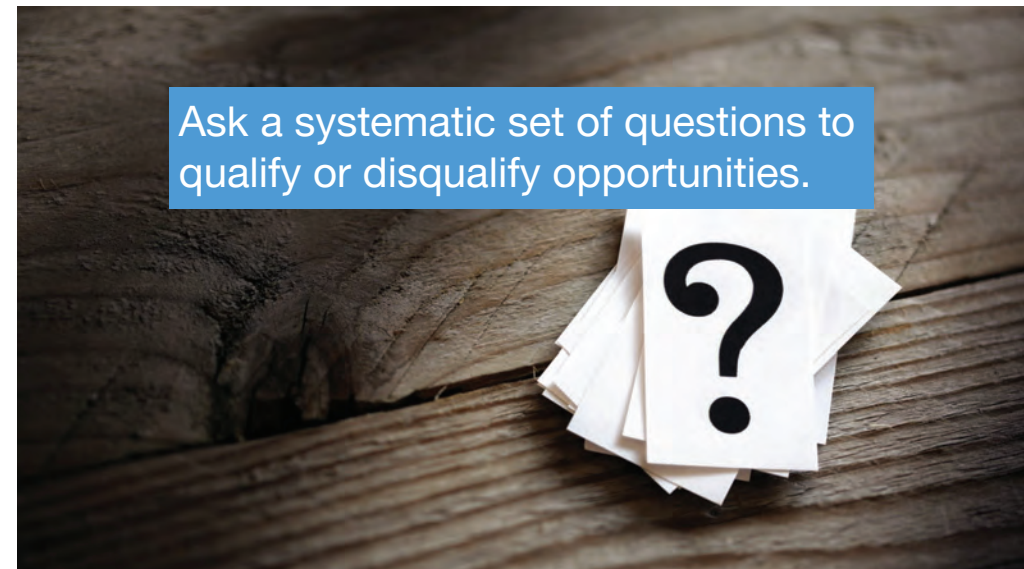
It's not about pitching your service, but rather about understanding what's happening in the prospect's world on a deeper level.



“When asked how the sales experience could be improved, 69% of buyers responded with ‘Listen to my needs,’ 61% ‘Is not pushy’ and 61% with ‘Provides relevant information.’”

—HubSpot

Ask a systematic set of questions to qualify or disqualify opportunities.



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

20% of sales opportunities are just companies verifying best price with an already-chosen vendor.



The Solve phase is always at the end, never the beginning.



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Get tons of feedback and let their questions drive this phase.

“Top salespeople will receive 28% more questions than average-performing salespeople from the buyer during demos.”

—Gong.io

Keep content short and focus on challenges the prospect mentioned.



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Top sales reps have a NSO:
Next Step Obsession



At the end of every interaction, get a
scheduled next step in the calendar.



Never let Next Steps get unclear.

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

“Close rates decline 71% when ‘next steps’ aren’t discussed on the first call.”
—Gong.io



“66.7% of respondents said they had reached out to 250 or fewer leads in the past year.”
—Sales Insights Lab

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Reps that embrace the changes in the selling world can thrive.

“54% of respondents thought it was harder or much harder to get in front of prospects today than it was 5 years ago.”

—Sales Insights Lab



Prospects are being bombarded by messages.



No more asking yourself, “What should I do today?”

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



Know exactly what you must do to hit your sales goals.



Many reps are haphazardly just making cold calls or sending random low-value emails.



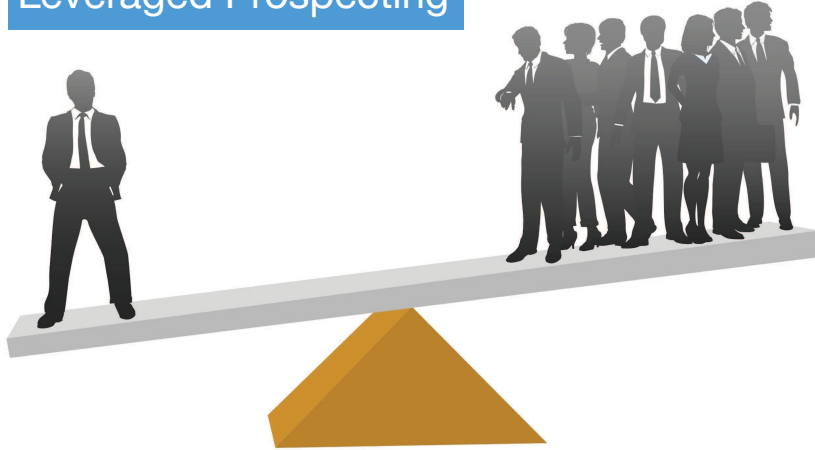
With a campaign, you will never have to cold call again.



Prospects will always know who you are when you use the Sales Prospecting Blueprint.

5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Leveraged Prospecting

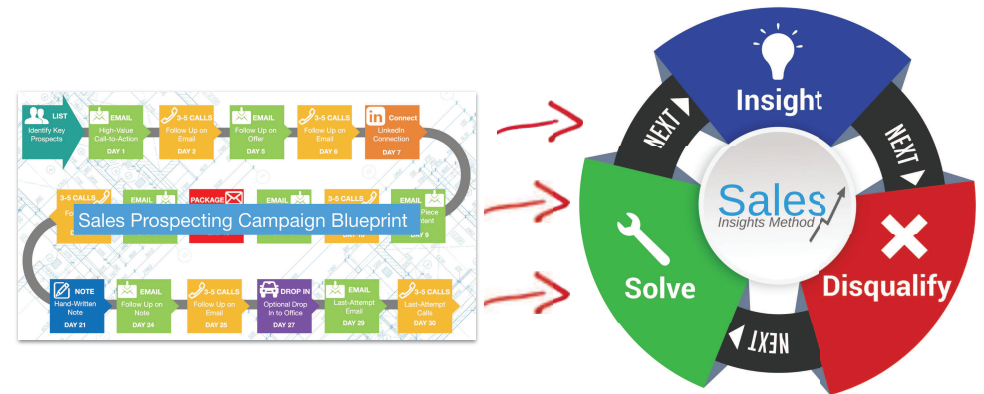


The key is to live by the MSC—Multiple Strategic Contacts.

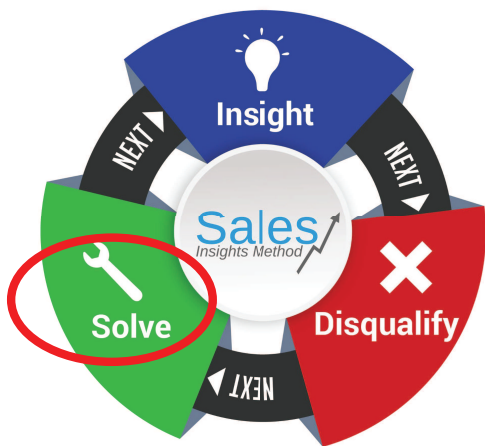


“It takes an average of 18 calls to actually connect with a buyer, and only 24% of sales emails are actually opened.”

—TOPO



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

Sales Prospecting Campaign Blueprint



Sales Prospecting Campaign Blueprint



5 KEYS TO CLOSING MORE DEALS IN CHAOTIC TIMES

