



Hacking Sales

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Supporting resources are at...

<https://theconscientiouscapitalist.com/free-sales-resources>

...and on [The Conscientious Capitalist YouTube channel](#)



Who Might Benefit From This Deck?



Startups and emerging companies who don't have an experienced sales leader on their founding team



Established companies struggling with flat or declining sales



Business leaders who want to make sales more predictable



3 Questions to Answer FOR Sales

Whom do I talk with?

A: The Prospects

Who the “A”, “B”, and “C” market segments are, and who the best Buyer Type(s) are within

What do I say?

A: The Message(s)

How Sales credibly increases Awareness, begins Discovery, qualifies Prospects, co-manages Decision-Making Process

Why should they care?

A: The Value Prop(s)

Quantifying the value/ROI from your Solution in terms that are meaningful to the Prospect; not only or always dollars and cents



Whom Do I Talk With?

4 Steps to Describing Prospects

It should go without saying that there's a lot of research and hard work that ought to be done to really answer this question completely. These are some elementary steps that can be taken.

Step 1. The Target Audience

How do you segment your markets? By industry? By annual revenue? By employee size? By where and how they operate?

Step 2. Other General Characteristics of a Good Prospect

Other characteristics that help to fill out what makes a good prospect; i.e., are good prospects private or publicly held, what markets do they serve, etc.?



Whom Do I Talk With?

4 Steps to Describing Prospects

Step 3. Recognizing Buyer Types

Prospects are people. Within your “A”, “B”, “C” prospect companies are different buyer types. What distinguishes one from the other in your business?

Step 4. Mapping Your BENEFITS to the Buyer Types

List the benefits your customers get from you, and then map what kind of buyer type is going to find the greatest appeal from each of them.

Download the Prospect Profile Template from the

[*Free Sales Resources page*](#)



What Do I Say?

The Message and how to deliver it

Marketing has a significant role to play in developing The Message. Sales should NOT be creating their own Messages, but they should work on HOW they deliver it as sales people.

- VITO Letters (and Emails)

How you can get a conversation started from the top down that isn't ice cold.

- Voicemails

Shorter tends to be better. Tell them who you are, why you called, what you'll do next and when, and make sure they know how to reach you.



What Do I Say?

The Message and how to deliver it

- Emails

Size and details are driven by your business and what info your recipient needs to take the desired action.

- Call Scripts / Qualifying Questions / Objection Handling

Call Scripts are “storyboards” for how you’d like the call to progress. Once you’ve established a credible reason (the case you made in the VITO letter), you ask meaningful open-ended and closed-ended question that help YOU to decide if this Suspect is truly a Prospect. Write out the objections you’re sure to get and have a response prepared for each.

Download VITO Letter, Call Script, and Email examples from the [Free Sales Resources page](#)



Why Should They Care?

4 Steps for Determining a Value Prop / ROI

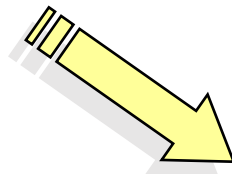


STEP 1

Some quantifiable community.

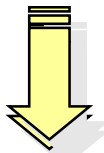
Can be your prospects' employees, their customers, their target markets, partners, etc.

It's the people at the heart of the primary problem to be solved.



STEP 3

The Math. What are dollars at play today?



STEP 4

The quantifiable improvement provided by your Solution.



STEP 2

Quantifying what the people with the problem are doing that the solution will change; i.e. hours work, output produced, sales cycles, etc.

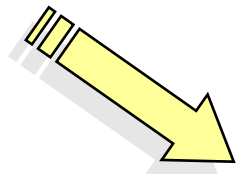
The Payoff. Projecting the measurable improvement in dollars



Example Value Proposition Expense Reporting Software

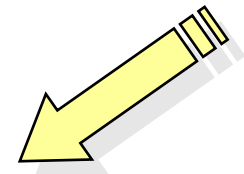


STEP 1
100 sales people



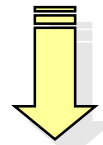
STEP 3

Creates reimbursable expenses of
\$582,400.00 per year



STEP 2

Traveling an average of 200
miles each per week
reimbursed at \$.56/mile....



STEP 4

Thanks to our Solution and our integrated GPS and mapping
module, mileage is computed automatically, reducing
inaccuracy from rounding and guessing by 20%



THE PAYOFF: Paid out reimbursement is reduced by \$116,480 per year





The Conscientious Capitalist

How you make money matters

Whom to talk with, what to say,
and why they should care.

That's "Hacking Sales"

<https://theconscientiouscapitalist.com/>

