



Conscientious Capitalists LLC

How You Make Money Matters™
Strategic Sales and Marketing Consulting

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The 3 Big Questions for Sales Success

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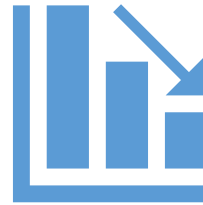
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Who Will Benefit From This?



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



The 3 Big Questions for Sales Success



What are the 3 Big Questions for Sales Success?
Whom do I talk with? What do I say? Why should they care?



Big Question 1: Whom Do I Talk With?

4 Steps to Describing Prospects

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.?

Prospect Profile Template



Guidance on segmenting markets, understanding buyer types, and your benefits to buyer personas.



Big Question 1: Whom Do I Talk With?

4 Steps to Describing Prospects

Step 3. Recognizing Buyer Types

Prospects are people. Within your “A”, “B”, and “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

Prospect Profile Template



Guidance on segmenting markets, understanding buyer types, and your benefits to buyer personas.

Download the **Prospect Profile Template** from the [Free Sales Resources page](#)





Big Question 2: 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 salespeople.

- VITO Messaging

How you can get a conversation started from the top down that isn't an ice-cold product pitch

- Voicemails

Tell them who you are, the value of your call to them, what you'll do next and when, and make sure they know how to reach you

Example VITO Messaging



Based on Anthony Parinello's book, Selling to VITO, this doc breaks down the elements of a message that gets a Very Important Top Officer's attention.



Big Question 2: What Do I Say? The Message and How to Deliver It

- Call Scripts / Qualifying Questions / Objection Handling
 - Call Scripts are “storyboards” for how you’d like the call to progress
 - Qualifying Questions 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 Messaging, Call Script, and Email Examples from the [Free Sales Resources page](#)

Example Call Script



This is an actual (and redacted) document created for a specific client. It may prove useful in thinking about how you should prepare for a call, be ready to handle objections, and generally how to direct the conversation to a desired outcome and/or next steps.



Big Question 3: Why Should They Care? 4 Steps for Determining a Value Prop / ROI

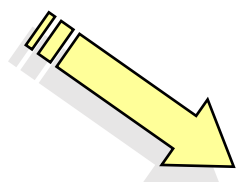


STEP 1

Some quantifiable community.

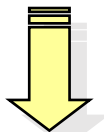
Can be your prospects' employees, their customers, their target markets, partners, etc.

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



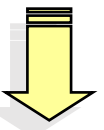
STEP 3

What are the dollars at play today?



STEP 4

The quantifiable improvement provided by your Solution.



The Payoff. Projecting the measurable improvement in dollars



STEP 2

Quantifying the problem that the solution will improve

4 Steps to Creating a Value Prop



Quantifying and projecting the value you offer is an excellent way to start a conversation.



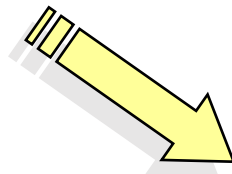


Example Value Proposition Expense Reporting Software



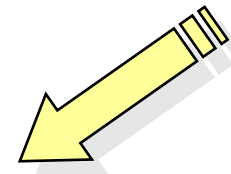
STEP 1

100 salespeople



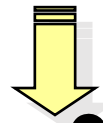
STEP 3

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: Reimbursement expenses reduced by \$116,480 per year



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

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