

ERA Sales Techniques Swap Shop

Sales Techniques Swap Shop

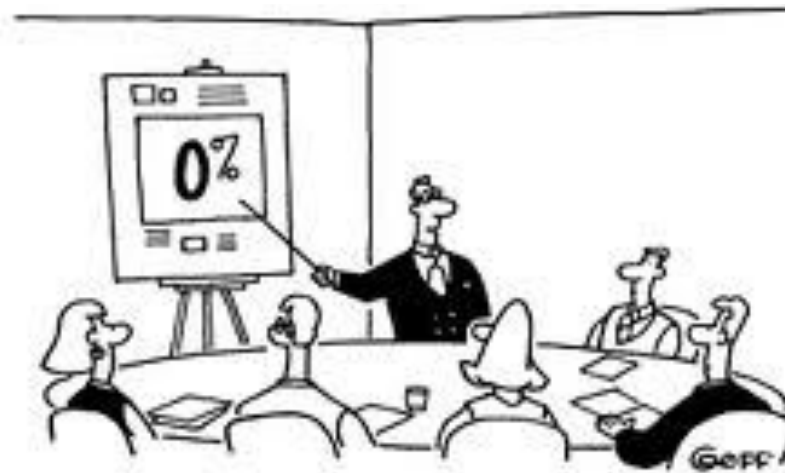
Zach DeVillers, CPMR – Director of Sales, Brainard-Nielsen Marketing
Holly Myers, CPMR – Sales and Marketing Manager, Wallace Electronic Sales

2018 ERA Conference
Austin, TX

Zach DeVillers & Holly

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"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

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Agenda

- **Prospecting**
- **Pre-Call Preparation**
- **Getting the Sales Call**
- **The F2F Sales Call**
- **Post Sales Call / Follow up**

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Prospecting

1. New Customers, New Contacts
2. Prospect Existing Customers, New Contacts
3. Prospecting New Markets

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What is Proactive Prospecting?

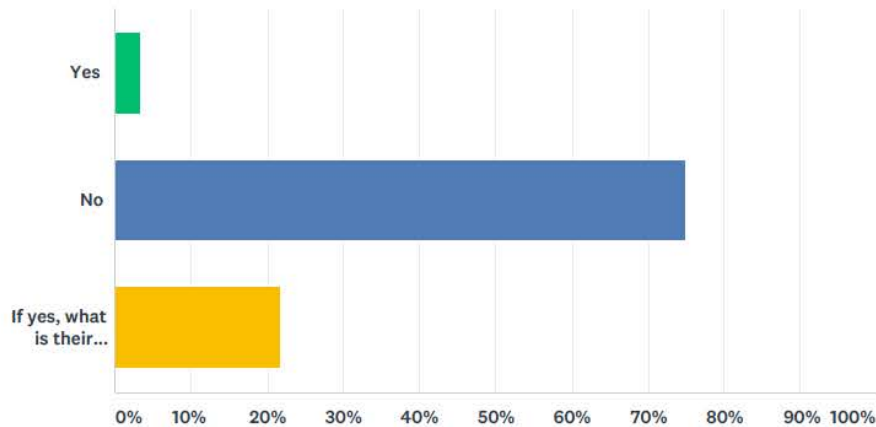
*Reaching out to **good fit prospects**, with a **good reason** for doing so and **providing value** in order to **connect and schedule a 1st appointment**.*

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Prospecting:

Do you have a dedicated person to support your prospecting efforts?

Answered: 92 Skipped: 0



CHOICES	RESPONSES
Yes	3.26%3
No	75.00%69
If yes, what is their position?	21.74%20
	92

Top Answers –

- Inside Sales
- Marketing Manager / Marketing
- Market Development Manager
- Business Development Managers
- Admin/Sales Support

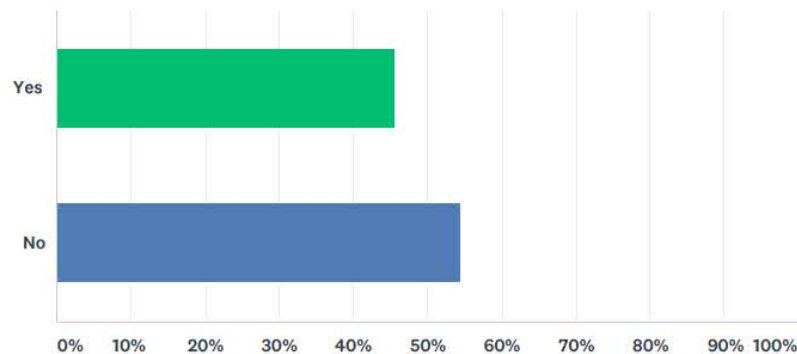
Do you see this role changing in the next few years...??

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Prospecting

Q2 Do you allow others to set up calls for you?

Answered: 92 Skipped: 0



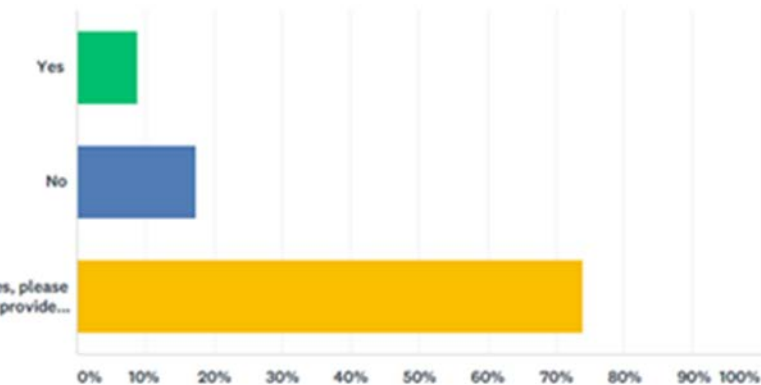
ANSWER CHOICES	RESPONSES	
Yes	45.65%	42
No	54.35%	50
TOTAL		92

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Prospecting: Sources

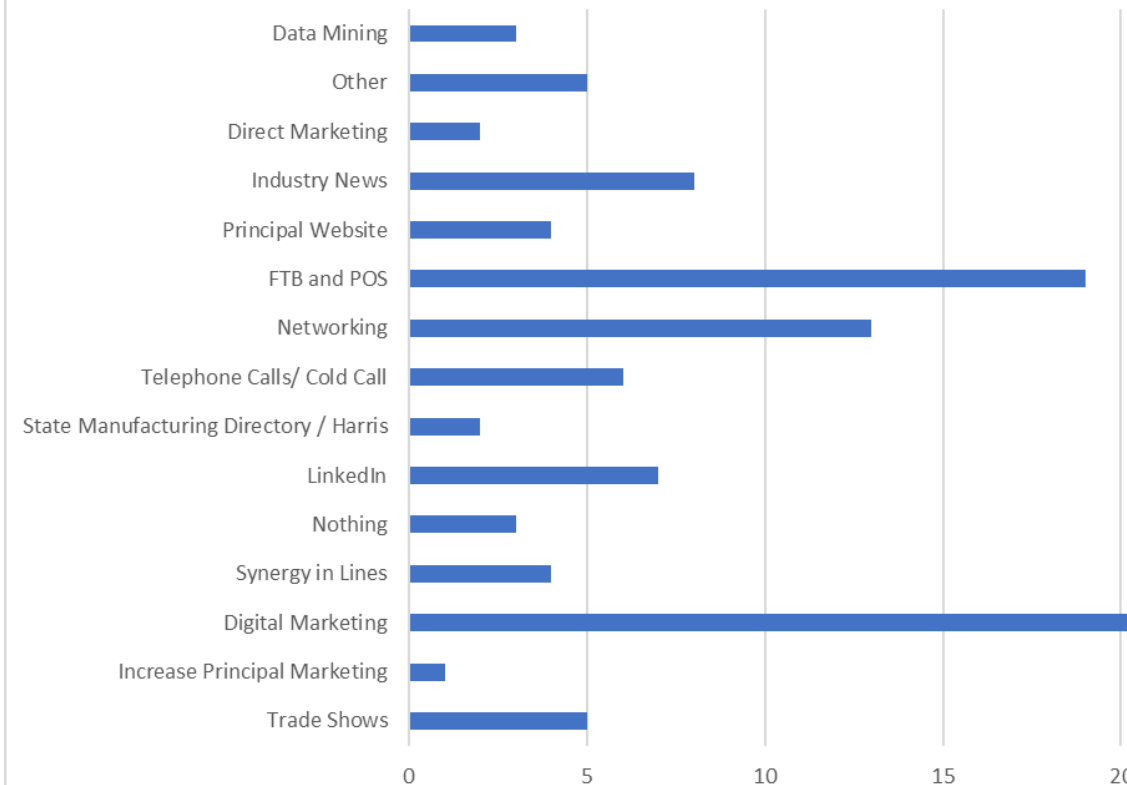
Beyond LinkedIn, are you utilizing any other resources for prospecting?

Answered: 92 Skipped: 0



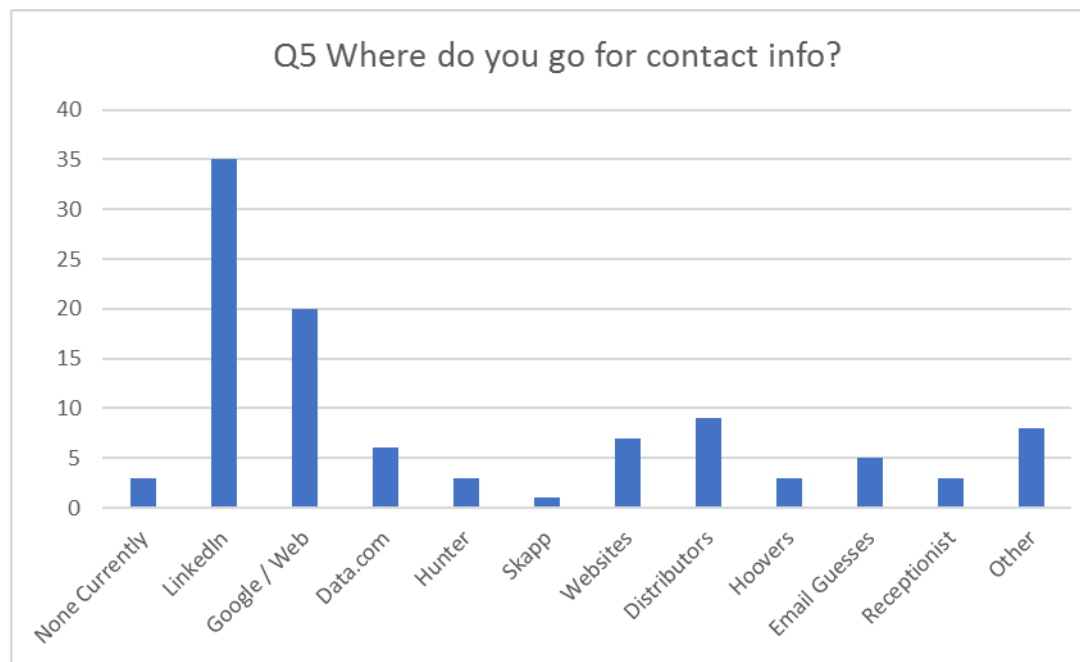
RESPONSES		
	8.70%	8
	17.39%	16
Examples.	73.91%	68
		92

Q4 What are you doing internally to create leads?



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Prospecting: Contact Info



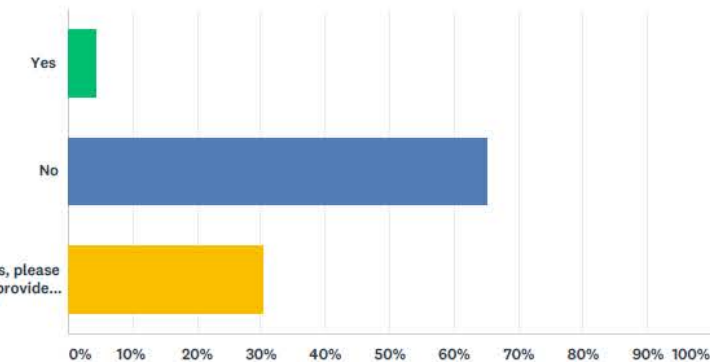
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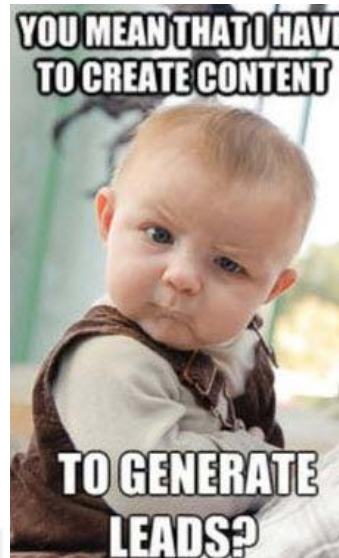
BEST PRACTICES

Do you have any LinkedIn best practices that you use?

Answered: 89 Skipped: 3



RESPONSES	
Yes	4
No	58
If yes, please provide specifics.	27
	89



- Post often, but min weekly
- When connecting, state why, give direct context
- Personal Message/Content that is Relevant
- Follow up on hits received
- LinkedIn Premium or Navigator
- Research prior work places & education
- Respond to people that connect with you with relevant comment/info
- Getting intros from common contacts
- Like and Share Principal posts
- Post to your company page and have your i pages share

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LinkedIn BEST PRACTICES

LinkedIn

“Type in a specific type of engineer or phrase like "IoT Engineer, Location" and see what types of people or companies come up. Read thru their job description to find out what they actually do. A lot of times you can narrow them down to specifically target one of your products.”

“Look at their college and degree type...sometimes you can find way to relate.”

“Always include a personal invite message and try to be relevant.”

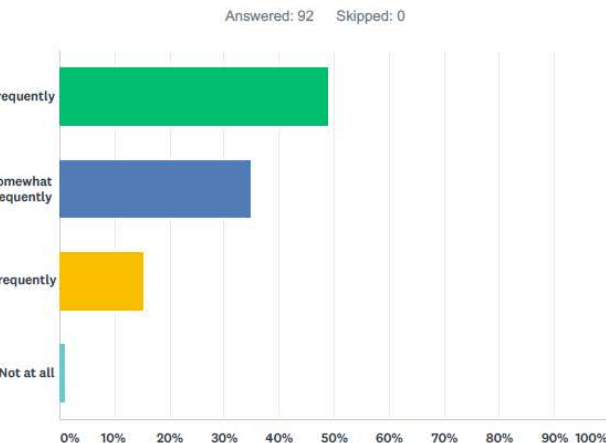


That's the Anonymous LinkedIn Me
They never introduce themselves
they just stand there and wait

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Prospecting: New Customers / New Contacts

How often do you prospect new customers/new contacts?



RESPONSES		
	48.91%	45
	34.78%	32
	15.22%	14
	1.09%	1
		92

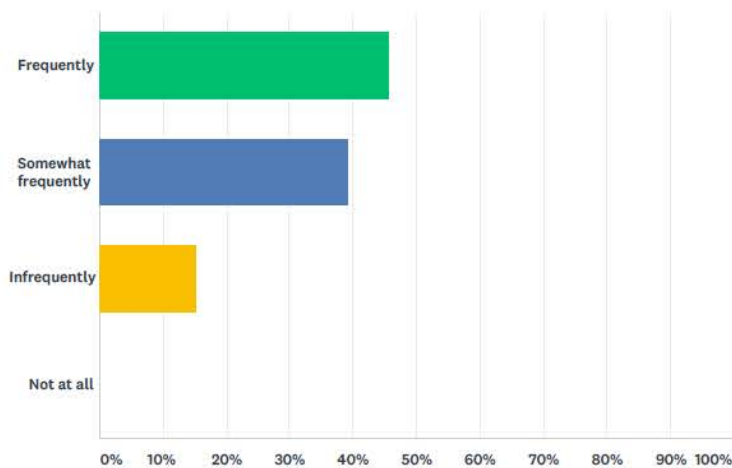
- LinkedIn Research – Dive into the individual and what they do
- POS first time buy report monitoring.
- 1st- identify potential customers 2nd- network with others over coffee/lunch 3rd- trade info
- Identify prospects by end product.
- Networking in and out of industry, regional business events, chamber of commerce events.
- I'm on LinkedIn every morning.
- Research web site and LinkedIn

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EXISTING CUSTOMERS / NEW CONTACTS

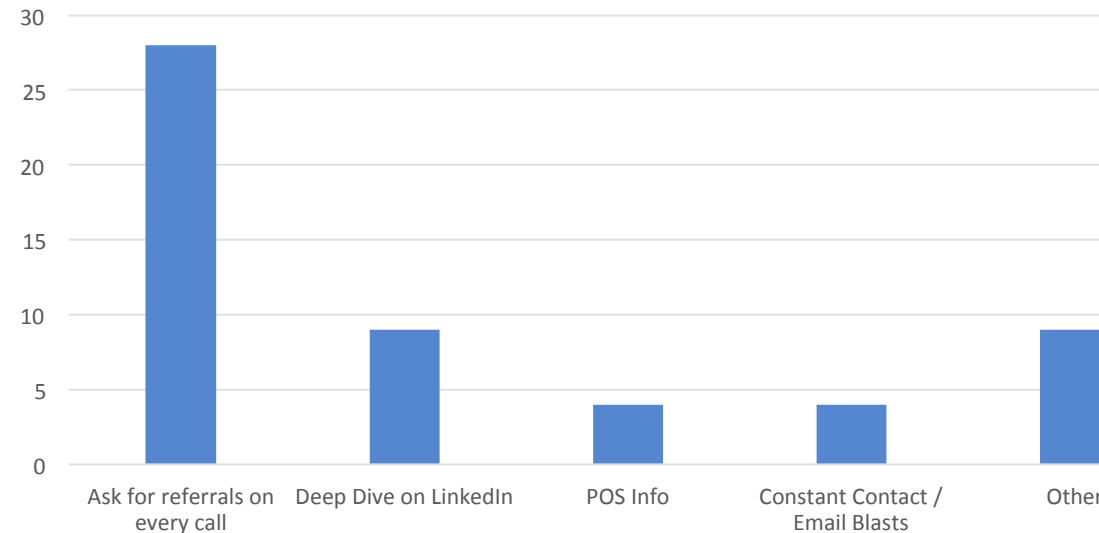
0 How often do you prospect existing customers/new contacts?

Answered: 92 Skipped: 0



CHOICES	RESPONSES
Frequently	45.65% 42
Somewhat frequently	39.13% 36
Infrequently	15.22% 14
Not at all	0.00% 0
	92

Identifying New Contacts @ Existing Customers



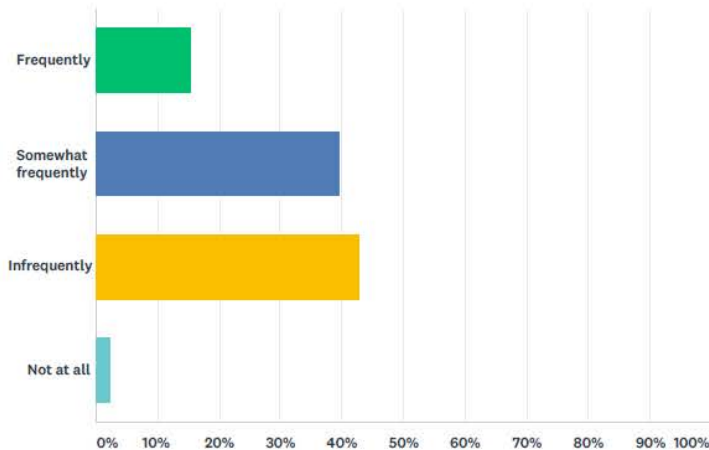
Always ask the “by the way” questions.

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NEW MARKETS

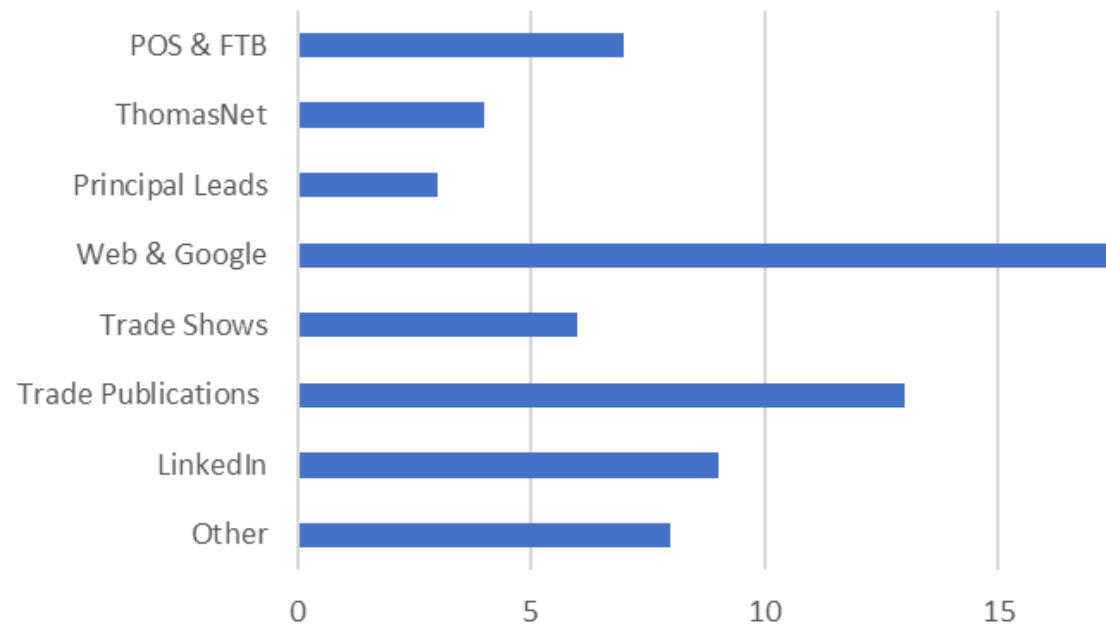
Q12 How often do you prospect new markets?

Answered: 91 Skipped: 1



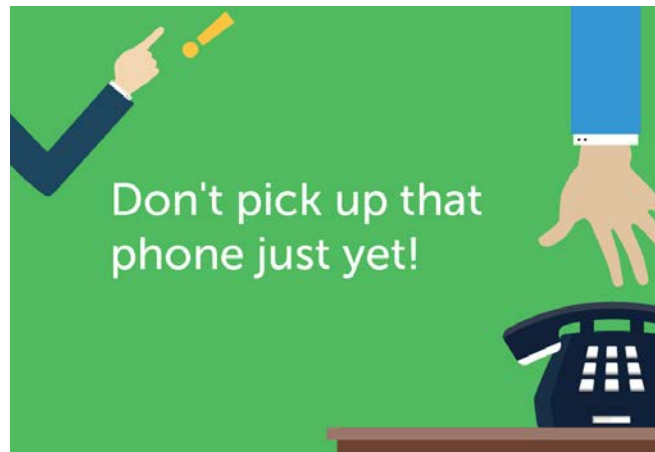
CHOICES	RESPONSES	
	15.38%	14
	39.56%	36
	42.86%	39
	2.20%	2
		91

Identifying New Markets



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Preparing to Make Contact “The Pre-Call”

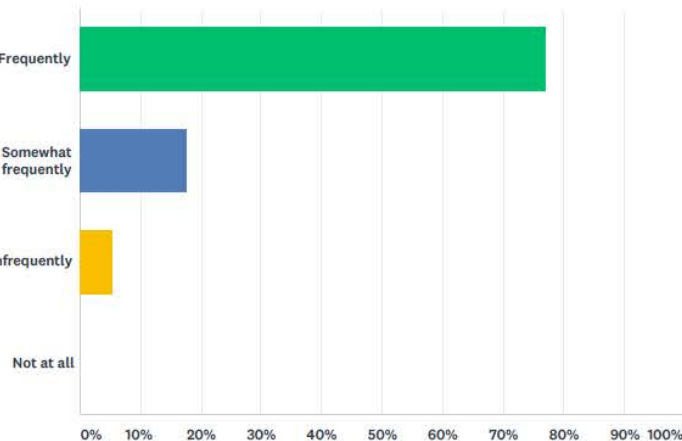


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Preparing to Make Contact

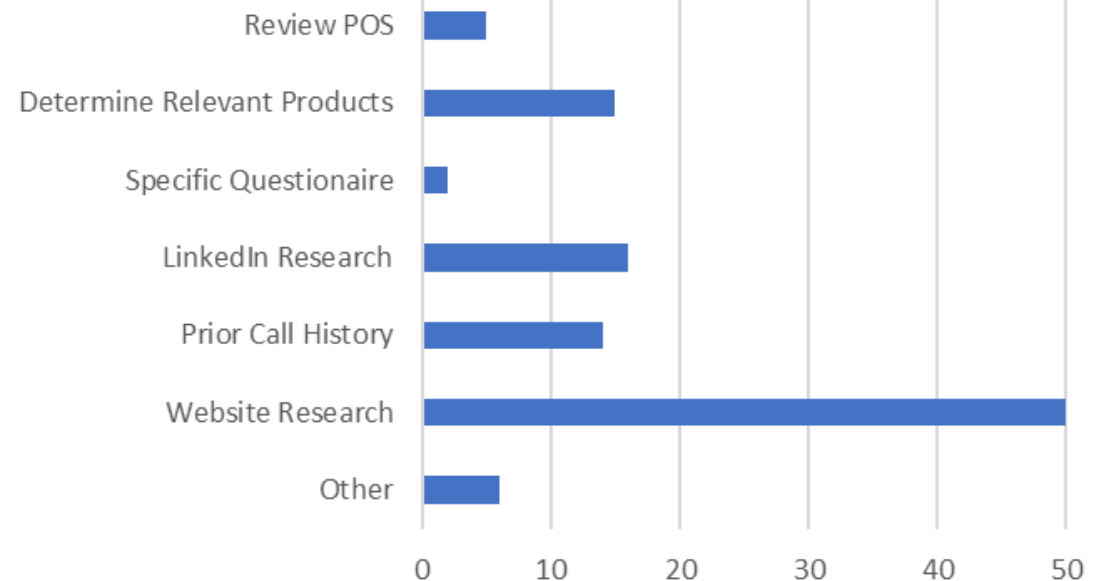
How do you prepare prior to contacting a prospect or current customer?

Answered: 91 Skipped: 1



RESPONSES		
	76.92%	70
	17.58%	16
	5.49%	5
	0.00%	0
		91

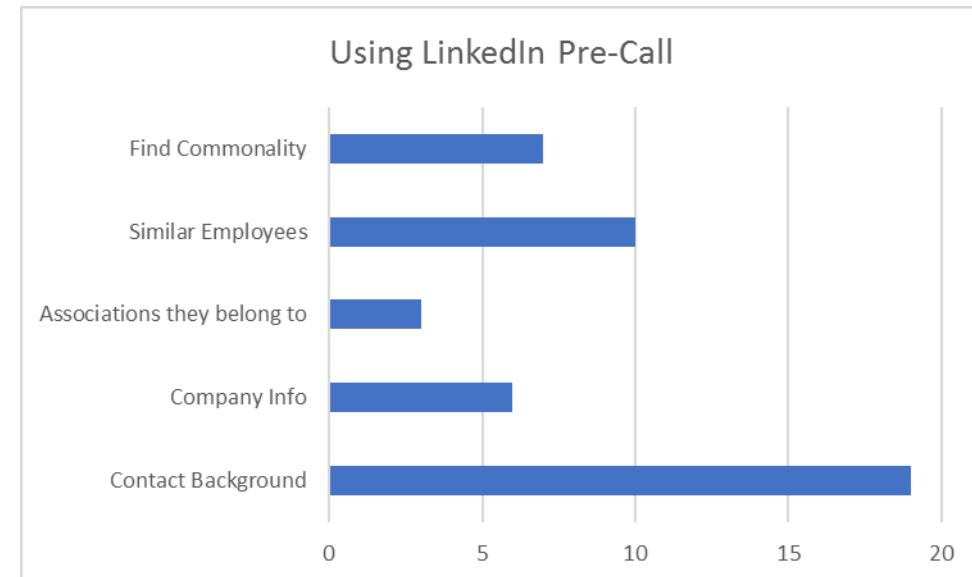
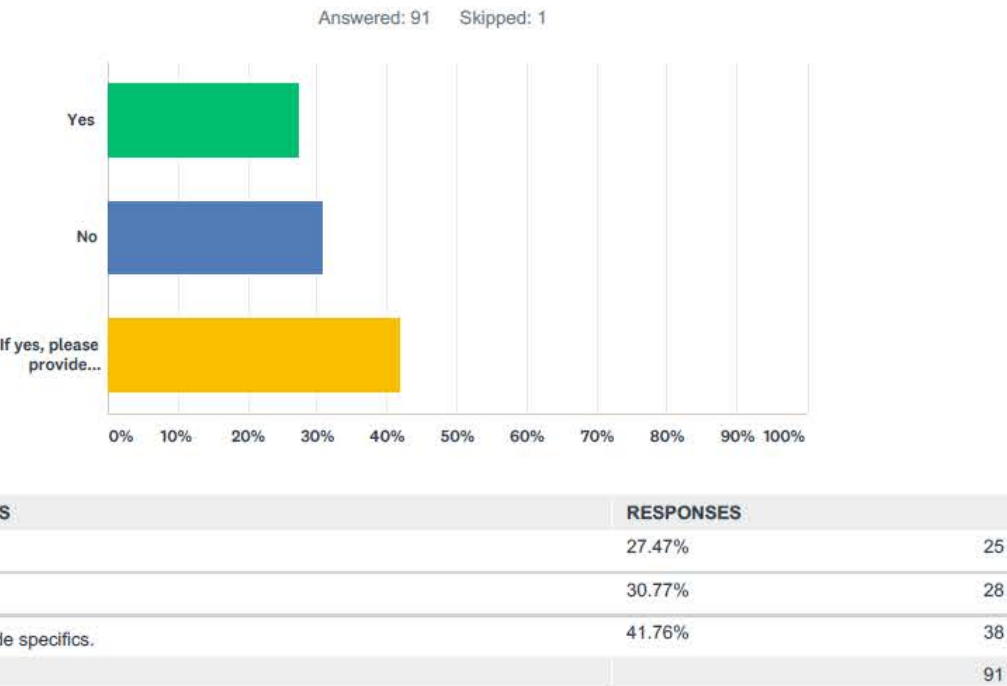
PreCall Preparation



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LinkedIn Pre-Call Prep

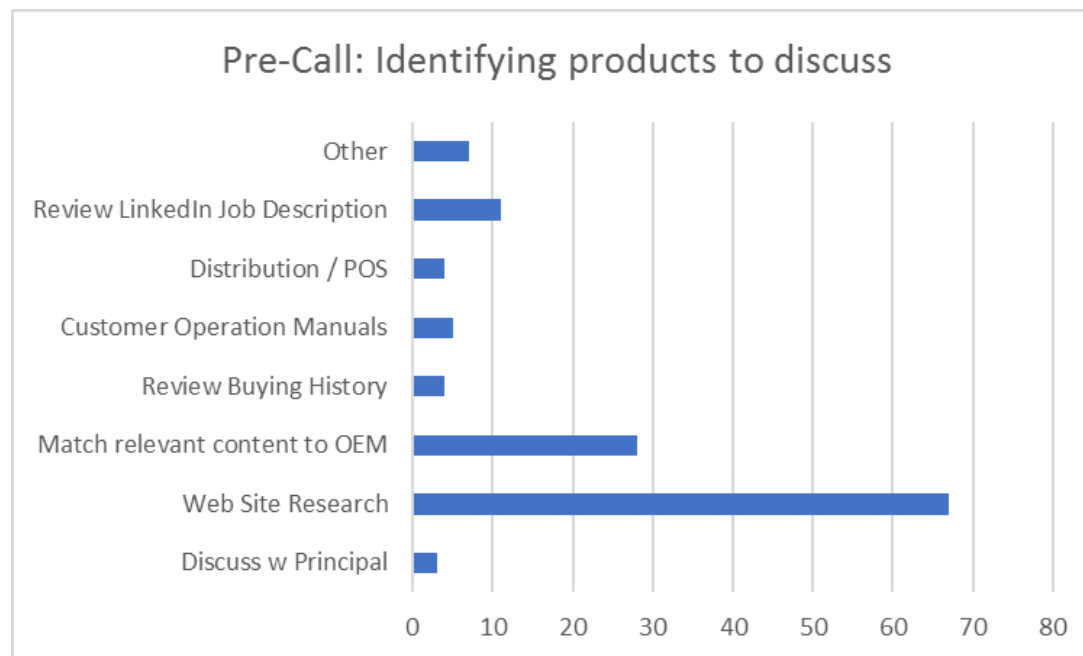
Do you use LinkedIn as part of your pre-call preparation?



“it’s like dating...”

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Pre-Call Prep



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Getting the Sales Meeting

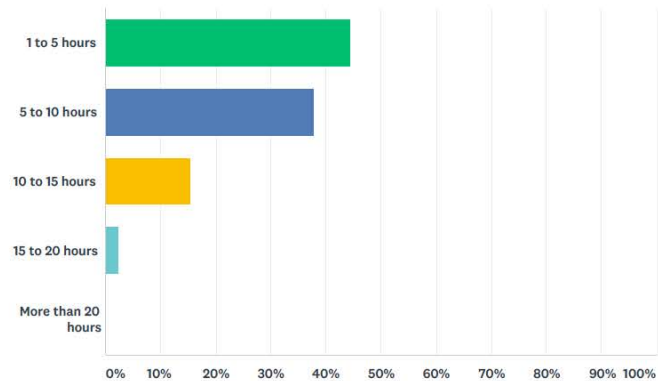


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Getting the Sales Meeting

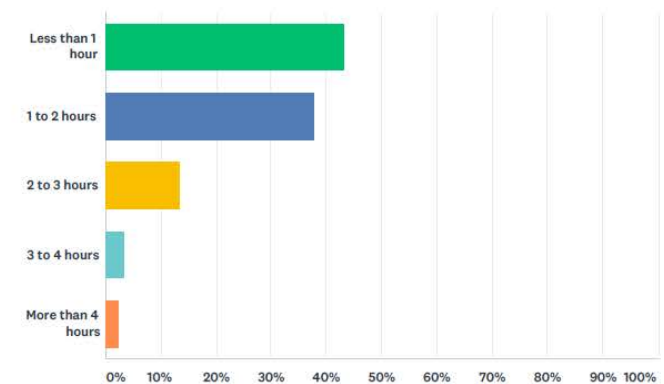
Q20 On average, how much time do you spend per week trying to get appointments?

Answered: 90 Skipped: 2



Q21 On average, how much time does it take you to get one appointment?

Answered: 90 Skipped: 2

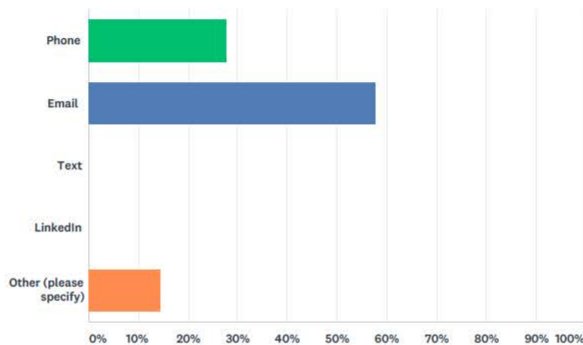


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Getting the Sales Meeting

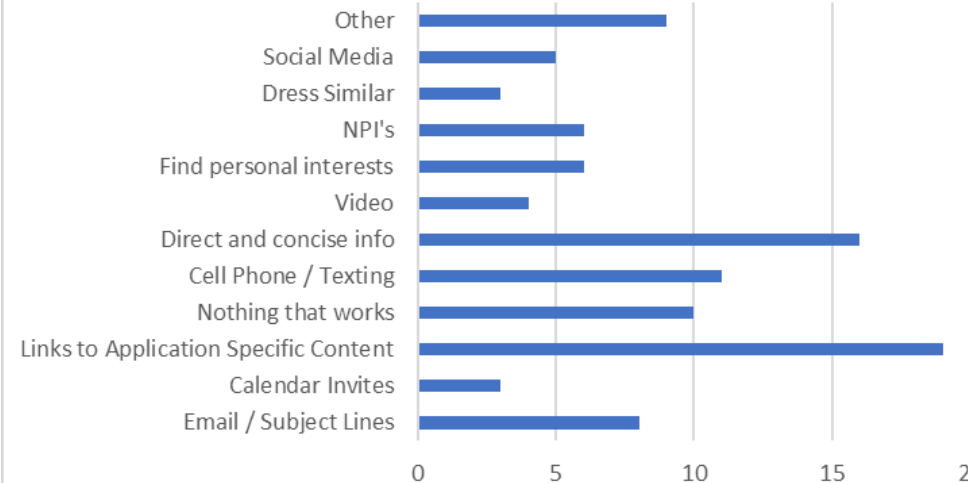
Q22 What is your most common means for getting an appointment?

Answered: 90 Skipped: 2



ANSWER CHOICES	RESPONSES	
Phone	27.78%	25
Email	57.78%	52
Text	0.00%	0
LinkedIn	0.00%	0
Other (please specify)	14.44%	13
TOTAL		90

Capturing Attention of Younger Engineers/Buyers



“That is a tough one...”

“Homemade cookies...”

“ I call them “dude” and use the word “like” a lot
also use the word “literally” incorrectly...

“Skinny Jeans and Chuck Taylors...”

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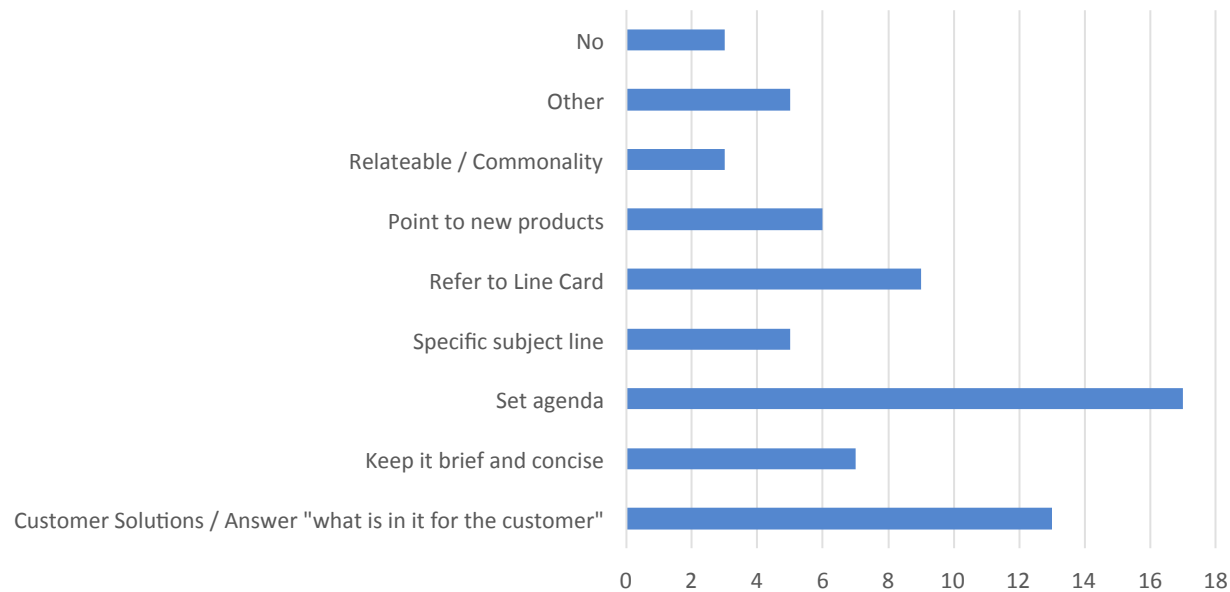
The NEW Dress Code:



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Getting the Sales Meeting

Stating your Objectives



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The F2F Sales Call

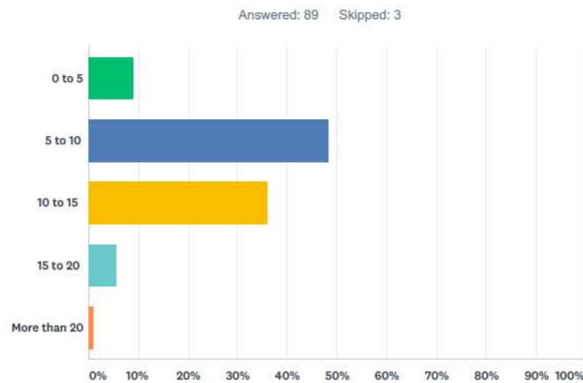


“How can I learn about your company’s needs if you keep interrupting me?”

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The F2F Sales Call

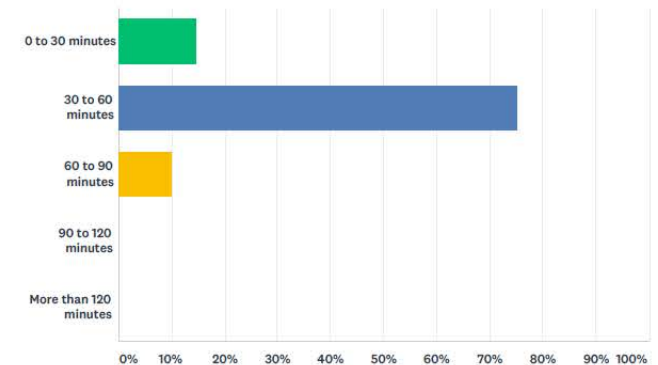
Q26 On average, how many sales calls are made per week by each member of your sales team?



ANSWER CHOICES	RESPONSES	
0 to 5	8.99%	8
5 to 10	48.31%	43
10 to 15	35.96%	32
15 to 20	5.62%	5
More than 20	1.12%	1
TOTAL		89

Q27 What is the typical length of your sales call?

Answered: 89 Skipped: 3

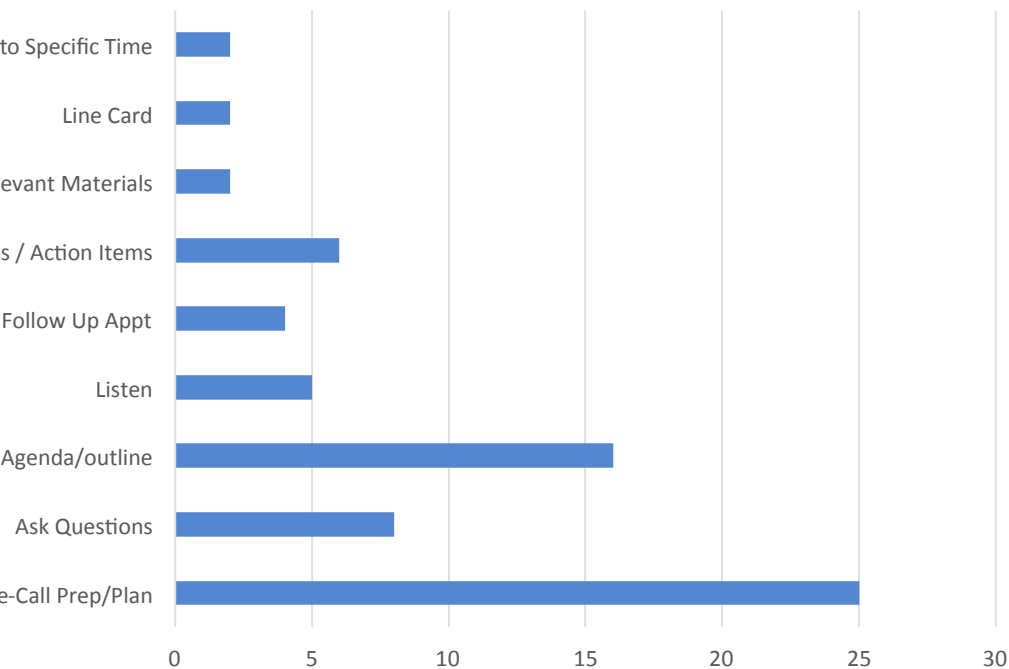


ANSWER CHOICES	RESPONSES	
0 to 30 minutes	14.61%	13
30 to 60 minutes	75.28%	67
60 to 90 minutes	10.11%	9
90 to 120 minutes	0.00%	0
More than 120 minutes	0.00%	0
TOTAL		89

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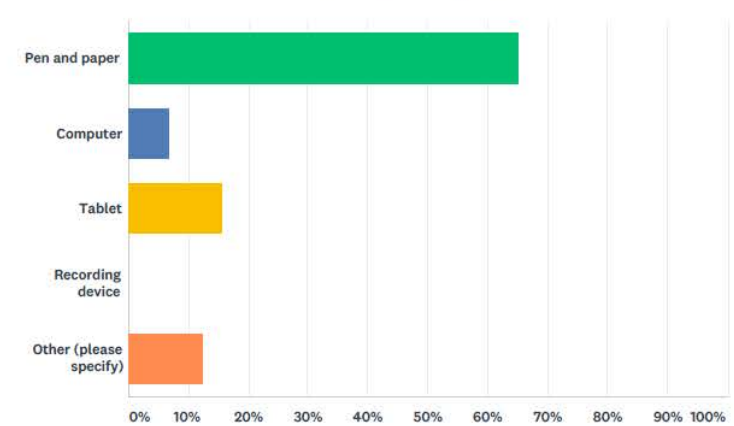
The F2F Sales Call

Achieving Call Objectives



Q29 What do you use to capture your notes during your sales c

Answered: 89 Skipped: 3

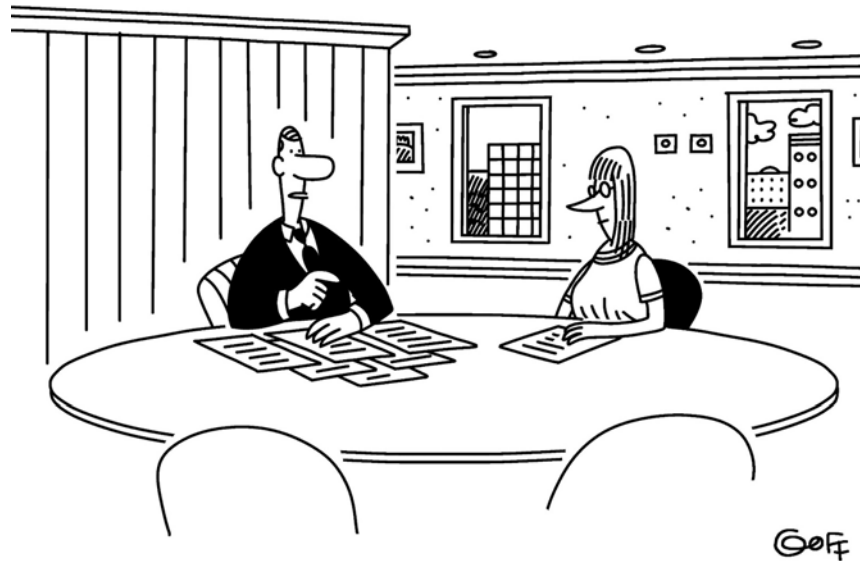


ANSWER CHOICES	RESPONSES
Pen and paper	65.17%
Computer	6.74%
Tablet	15.73%
Recording device	0.00%
Other (please specify)	12.36%
TOTAL	

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Post-Call / Follow Up

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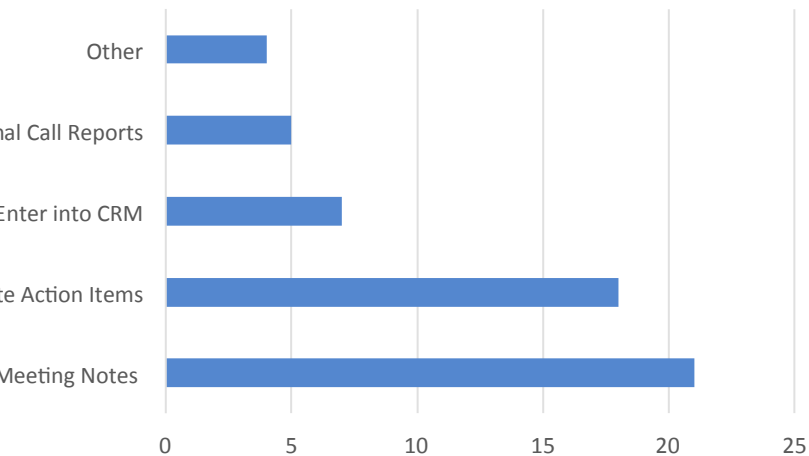


“Every step of the sales process went perfectly except the part where the customer buys our product.”

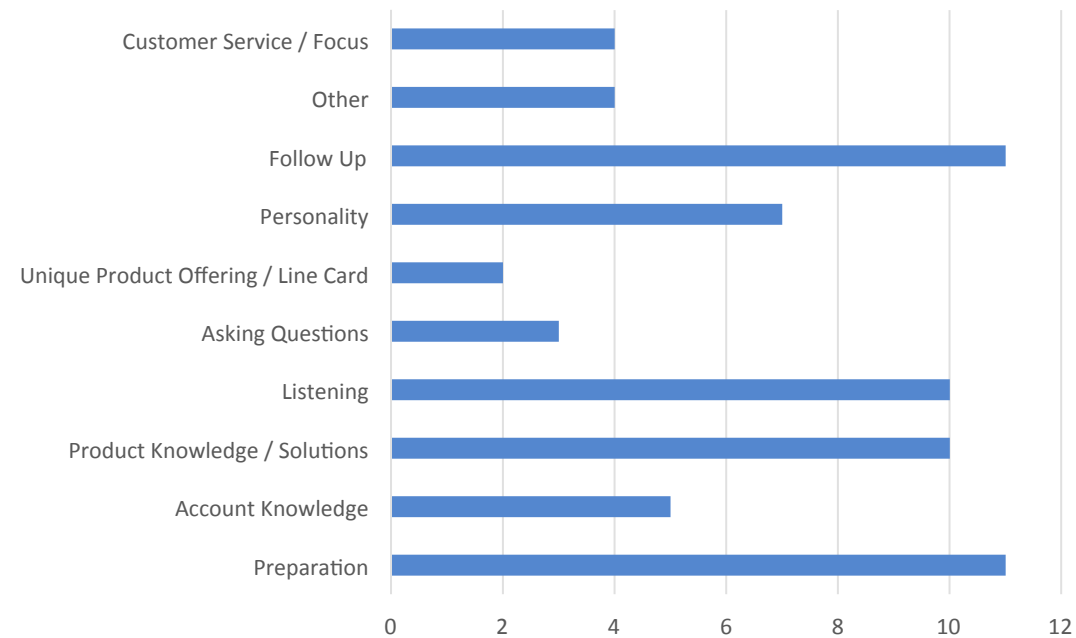
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Post-Call / Follow Up

What do you do w your notes after F2F?



What Separates You

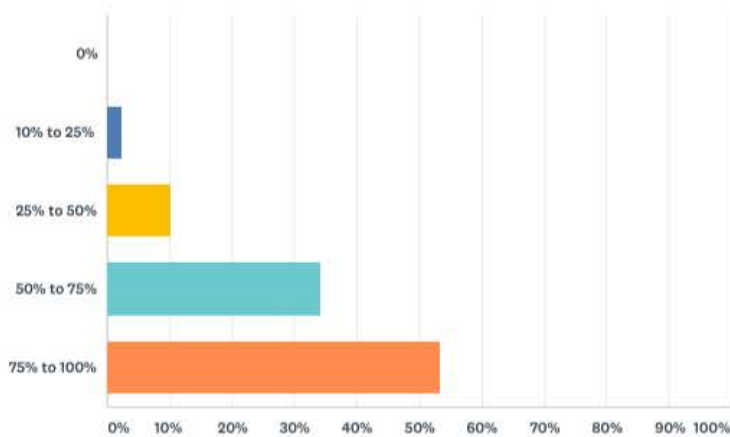


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Post-Call / Follow Up

Q35 On average, on what percentage of your sales calls do you follow up with the customer?

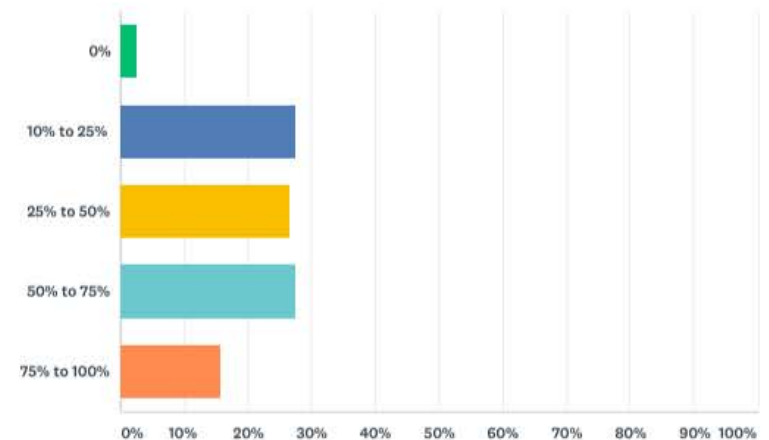
Answered: 88 Skipped: 4



ANSWER CHOICES		RESPONSES
0%		0
10% to 25%		2
25% to 50%		9
50% to 75%		30
75% to 100%		47
TOTAL		88

Q36 On average, on what percentage of sales calls do you include principal in the follow-up?

Answered: 83 Skipped: 9



ANSWER CHOICES		RESPONSES
0%		2.41%
10% to 25%		27.71%
25% to 50%		26.51%
50% to 75%		27.71%
75% to 100%		15.66%
TOTAL		83

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Post-Call / Follow Up

3 Most Common Techniques for Following Up on Calls:

1. Trip Reports
2. Email Summary outlining Action Items
3. Do what you commit to...

Thank You's??
Closing the opportunity?

“Sales is still a full contact sport. You have to win the customers attention and not waste their time. Honesty and true effort will go a long way.”

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Thank You



"I'm not saying I believe in Global Warming, but have you noticed it's getting harder to make cold calls?"