



# Think Like a Business Owner

THE CENTER FOR  
SALES STRATEGY



# Agenda

- Purpose of Workshop
- Preparing Yourself and Your Prospect
- 4 A's Needs Analysis Model
- The Art of Asking Questions
- Winning Habits of Top Performing Sellers

# One thing constant...is change!

- [https://www.youtube.com/watch?v=RRy\\_73ivcms](https://www.youtube.com/watch?v=RRy_73ivcms)

# Our time today is designed to help:

- Better your skills to become the best client-focused **problem solvers**
- Place higher **focus on the results** accounts want to achieve
- Improve how to discuss and identify real **measures of what success looks like** for the accounts you meet with
- Execute business focused conversations that yield higher potential opportunities and do it in **15-20 minutes**



# PREPARING FOR SUCCESSFUL DISCOVER MEETINGS

## PREPARE YOUR PROSPECT

Establish your  
Credibility

Contract and Align  
Expectations

## PREPARE YOURSELF

Research the  
Prospect

Develop Needs  
Analysis Topics &  
Questions

# Prepare Your Prospect



## ESTABLISH CREDIBILITY

- Demonstrate Value
- Share Insights
- Focus on Your Process
- Ask them to Connect on LinkedIn



## CONTRACT AND ALIGN EXPECTATIONS

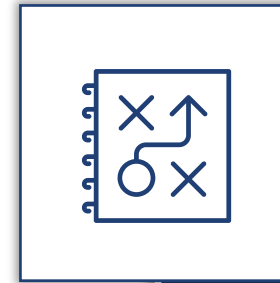
- Contract the nuts and bolts of the meeting
- Establish the expectations for the meeting

# Prepare Yourself



## RESEARCH THE PROSPECT

- The Person
  - LinkedIn, Google
- The Company
  - Website, Blog, and Social Media
- The Industry
  - Trends, Challenges, and Opportunities



## DEVELOP NEEDS ANALYSIS TOPICS & QUESTIONS

- Essential questions and topics
- Industry terminology
- Prepare to discuss trouble areas





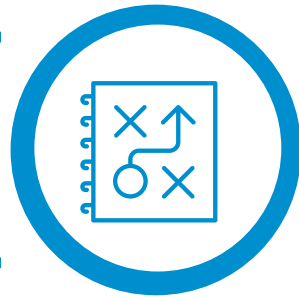
**OBJECTIVE**

What are the 2-4 things you need to know in order for your meeting to be successful?



**DISCOVER**

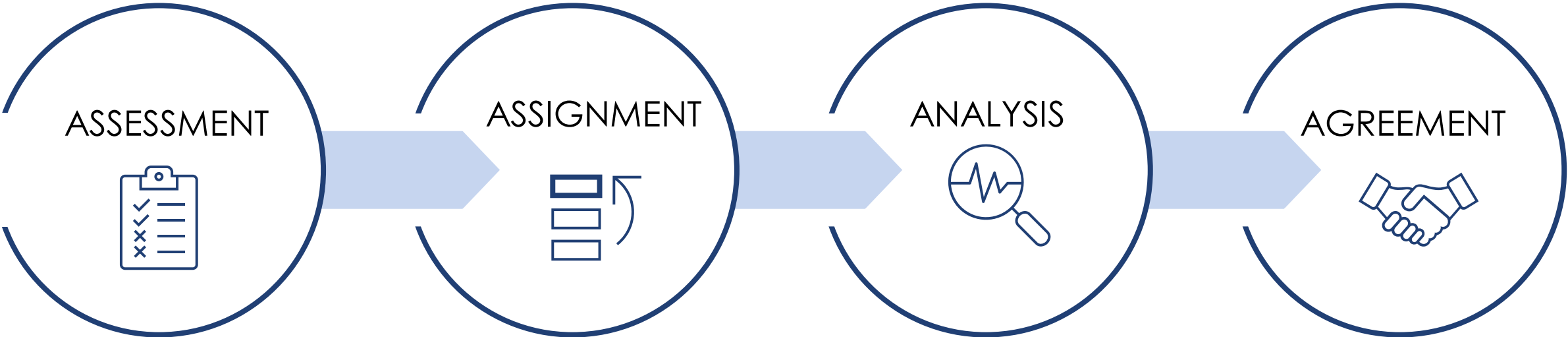
What are the topics you discuss or the questions you will ask in order to meet your objective?



**NEXT STEPS**

What has to happen at the end of the call to keep the sales process moving forward?

# 4As NEEDS ANALYSIS MODEL



# What are the Desired Business Results?

What key business results are you focused on achieving this year?

What opportunities do you want to capitalize on in the future?

Which results are you having trouble achieving?

ASSESSMENT

# What are the Desired Business Results?

What areas of the business account for the bulk of your sales?

Help me see the business through your eyes. When you look at your P&L, what do you pay the most attention to?

Do you have some emerging or growth areas that are showing strong promise?

ASSESSMENT

# ASSIGNMENT

## Summarize the Desired Business Results

- Summarize
- Ask if anything is missing
- Prioritize
- Test the emerging Assignment
- Agree on one (or more) Assignments

# What is the Problem to Solve?

Focus on the Consumer Journey



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graph TD; A[Focus on the Consumer Journey] --> B[Who is the Target consumer?]; B --> C[What benefits do they seek?]; C --> D[What consumer behavior will need to be influenced to achieve this result?];
```

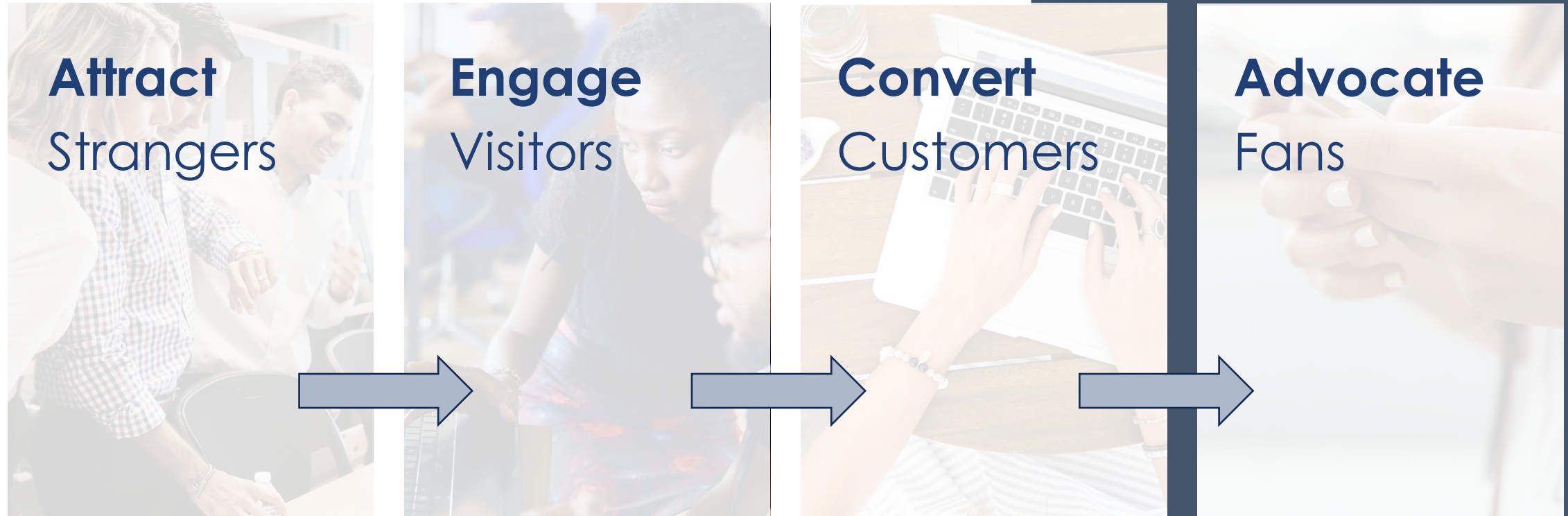
Who is the Target consumer?

What benefits do they seek?

What consumer behavior will need to be influenced to achieve this result?

# ANALYSIS

# THE CONSUMER JOURNEY



# Potential Topics

- Growth Plans & New Initiatives
- Community Involvement
- Business Peaks / Seasonality
- Target Consumer
- Recruitment
- Consumer Journey
- Industry Trends
- Advertising And Marketing
- Competition
- Decision-making Process
- Measures Of Success
- Desired Business Results
- Profit Drivers

## ANALYSIS



# AGREEMENT

## What are the Best Ways to Measure Success?

- How would you describe the ultimate measure of success here?
- Given our conversation about the consumer journey, what are some ways we can measure along the purchase path?
- What would be an early indicator of success?



# MASTER THE ART OF ASKING QUESTIONS

# Questions From Insights





## From Wide

“Is there an area of the business you expected stronger growth than you are seeing this year?”



## To Narrow

“Have you identified the top 2-3 things holding you back?”

# Ask One Question at a Time

- Break down complicated questions
- Keep conversations focused



# Listen Actively and Take Notes

- Be Comfortable with Silence
- Make Good Eye Contact
- Take Brief Notes

# Ask Mostly Open-Ended Questions





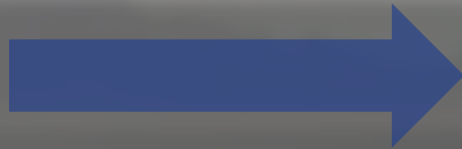
# Ask Closed-Ended Questions to Narrow it Down



# “Fish for Trouble”

- As Manager of this department, what key areas are you responsible for?
- How does your company measure performance?
- What’s the biggest obstacle to reaching your revenue goals?

Go Deeper



Is there a segment of your industry that is expanding, and you’re not getting your fair share of that growth?

# Set Up + Follow Up Sensitive Topics

“If your energy drink sales go well, how could that enhance your retail relationships?”



“And if energy drink sales were to fall below expectations, what impact would that have on your retail relationships?”

# Discover Meeting Outline



Open With Agenda



Elevator Speech



Lead With Insights



Secure An Assignment



Confirm Next Steps



# Winning Sales Habits

of Top Performing Salespeople



# Habit

Habits are routine behaviors that are repeated enough to become automatic.

- Enhance your productivity
- Build your relationships
- Increase overall performance

Winning habits improve your chances of closing deals and achieving your sales goals.



# 1. Non-Selling Activities

Do non-selling activities before 9am or after 4pm.

- Send thank you notes
- Write proposals and build recaps
- Enter orders



## 2. Selling Activity Metrics

Know and track your metrics.

- Appointments set per week
- Needs analysis meeting done each week
- Proposals and dollars presented weekly
- Closed won rate & average deal size



## 3. Technology

Use technology to your advantage throughout the entire sales process.

- Ai chat & search
- Video tools (Vidyard)
- Email tracking software
- CRM





# Using AI

- To aggregate important content
- To identify trends
- To write prospecting emails
- To identify behavioral styles
- To get intel on a prospect
- To help build agendas
- To improve presentations
- To brainstorm possible next steps



## 4. Valid Business Reasons

Have a valid business reason each time you contact a client or prospect.

- Tailor a VBR when trying to connect
- Use a VBR to ask for the appointment
- Continue to use a VBR during follow-up



## 5. New Business Development

Block out 1-2 hours per day for new business development.

- Researching categories
- Networking & asking for referrals
- Identifying leads & qualifying targets
- Emailing and social media
- Setting appointments



## 6. Personal Growth Plan

Develop an annual personal growth plan with your accountability partner.

- Identify your strengths and weaknesses
- Evaluate your challenges and opportunities
- Define and implement strategies for achieving your goals



## 7. Needs Analysis Meeting

Prepare for each needs analysis meeting.

- Prepare yourself and prepare your prospect
- Write down questions to ask and topics to discuss
- Focus on desired business results



## 8. Follow-Up

Follow-up after every meeting.

- Provide a timeline when appropriate
- Offer something of value
- Restate top 3 actions or next steps



## 9. Don't Give Up

Follow the don't give up sequence with new target accounts.

- Consider category and target persona
- Approach the prospect in several different way over a short period of time
- Be sure a strong VBR is backing up each of your attempts to connect



## 10. Rehearse Proposal

Rehearse every presentation and role play handling objections.

- Presentations
- Overcoming objections
- Mini closes
- Asking for the order





# 11. Client Recaps

Provide recaps of your solutions to target and key accounts.

- Sell the success of your solutions – activities, progress, and results
- Describe the data in a clear and concise manner
- Include recommendations for future actions



## 12. Key Account Meetings

Conduct quarterly business conversations with key accounts to gain new assignments.

- Not a one-time event, should be done on an on-going, quarterly basis
- Use the Key Account Growth Plan
- Take a strategic approach to expand and strengthen your relationship





# Areas of Opportunities for you? Your Next Step?





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**SALES STRATEGY**

**Thank you!**  
Questions?

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# Teamwork + Marketing



# Business



# General

