



Webinar

Please feel welcome to submit  
your questions throughout.

# *The Art of* **CLOSING A DEAL**

**Best Practices in B2B Business Development**

Thursday 6<sup>th</sup> May 2021

Cognism

## Panel



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Sales Director,  
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Account Executive,  
Salesloft



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Business Development  
Manager, Cognism

# Agenda



+ the best tools for bizdev 🛠

# Discovery

*It's all about making the product/offering more relevant.*

## Don't just 'show' them.

- You need to understand their **pains**, and the **impact** they have on them.
- Be transparent. You have something to sell.
- Map out how you'll both get to a **positive conclusion** from here.

**Framing** (Qualify out). *Are we a good fit?*



## The long haul

# Only 2%

of sales are closed on the first meeting.

The other 98% will only buy once a certain level of trust has been established - both in the product and the company itself.

Source: [Marketing Donut](#)

# Building trust...

## The next steps

1. Build a clear action plan (or '*mutual success plan*') tailored to them.
2. Hook in the stakeholders - will you need to book in further demos?
3. Establish what the deal evaluation process will actually look like.

## You're the expert

- Re-assure the point-of-contact.
- 'Working together', not 'selling'.
- The 'micro-yes' goal.



# Shared vision

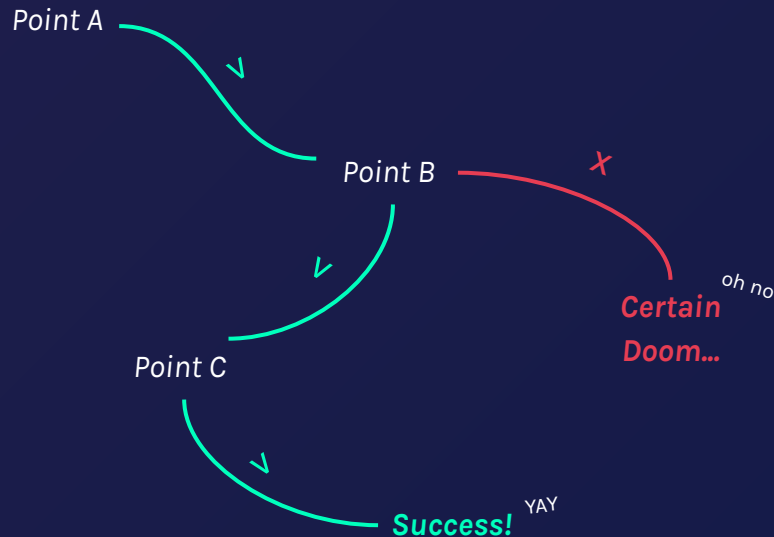
Reaffirm their pain points and consolidate your future with them.

## Business outcomes

- > Make your **value proposition** clear and relevant to the buyer.

## The vision

- > Storytelling (*no feature-led demos*).
- > Lean into your vision.



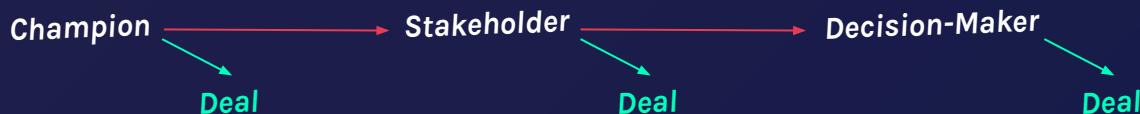
# Leverage your champion

Where can your first touch take you?

## Make progress, or expand

> Great, you've made a friend. *Is that enough?*

**“If you're not gonna buy from me today, buy from me tomorrow - or pass me on to the right person.”**





# Engaging stakeholders

Don't cut any hurdles - identify any & all potential barriers early.

- **Establish a mutual timeline.**

What do you need from them?

*If we're not working together again in a month, what went wrong?*

- **Plan for worst case scenarios.**

This helps avoid surprises later.

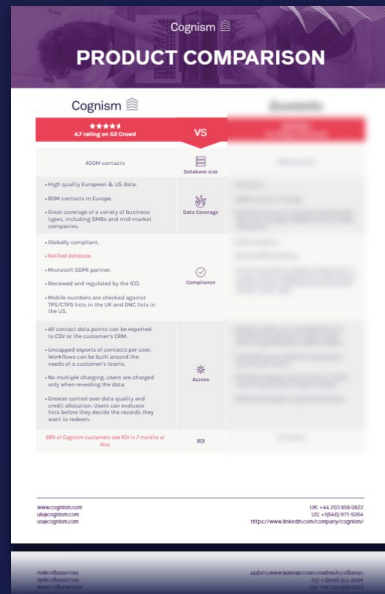
*Should we involve Legal now, to avoid blockers later?*



# How do you deal with competitors?

## Focus on the buyer

1. Control the conversation in your favour.
2. Leverage their time with value - educate them more.
3. Make use of resources like Battlecards.



# Reducing Friction

Buying from you should be *\*extremely\** easy.

## Create a flawless end-to-end experience:

- Be attentive, aware, and answer any questions swiftly.
- Get them excited for your calls.

*“Do they not want any business?”.*

- What is their level of understanding thus far?
- Can you assist them? Take on any burdens.

*Build out the business case, the board pack, etc.*

Smooth sales, like this guy



# Tips & tricks

What makes closing deals easier?

**Build cadences and content** ready for different scenarios.



Brahm

**Mutual success plans** and key criteria, upgrade to a better partner.



Jack

**Be yourself**, be consistent, and be interesting.



Jason

# The best in sales tech

B2B Data

Cognism 

E-Signature

 GetAccept

Sales  
Engagement

 SalesLoft

Video  
Prospecting

 vidyard®

Email  
Signature

 maitastic

# Any questions?

This webinar has been recorded.  
A copy of the recording will be shared with you tomorrow  
via email, in addition to the presentation slides.

For more resources on closing deals,  
please visit: [cognism.com/blog](https://cognism.com/blog)



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