THE ULTIMATE SALES PLAYBOOK

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INTRODUCTION

In this playbook, we'll talk about how you can use a robust sales enablement framework to create a more structured and effective deal process.

1

Identify your Discovery Questions

OUTLINE

Identify your Discovery Questions

Managing Resistance & Objections

Demos & Presentations

Structured Meetings

Keep the Momentum

Social Plays

Standardizing discovery questions allows a sales organization to communicate consistently and to iterate quickly on the messages that have the highest impact in converting prospects into customers.

How are they used?

Account Executives and Sales Development Representatives can use them to filter and rank all opportunities in priority order.

Sales Management

Ensure that salespeople are using discovery questions to discover strategic pain points which can be resolved instead of simply talking about product features. US sales teams are also heavily measured on asking personal discovery questions (hobbies, interests, family) and business related questions.

Customers Success Managers

Can use documented discovery information to plan more effective account onboarding and success plans. Identify upsell and cross-sell opportunities.

What is your business discovery questions?

Add your questions.

"Are discovery questions the key to closing new business?"

SALES PRO TIP

"

Too many sales reps do feature-based demos.Instead, focus on identifying the customers´ pain and show features which solve those pain(s).

"

2 Managing Resistance & Objections

Salespeople who effectively manage resistance increase the probability of winning good deals and are able to reduce time spent on unqualified opportunities.

Who needs to do this?

SDRs, AEs and CSMs all will use these tactics when running into resistance from prospect.

Step 1: Document the resistance your team faces

Your organization may already have a document or database that lists common objections. If so, much of your work is done already. For most companies, this information exists only in the minds of experienced salespeople and frontline managers. We call this "*tribal knowledge*." Your goal should be to transform all *tribal knowledge* into *common knowledge.*

What kind of resistance do your team experience?

OUTLINE

Resistance should be seen as a positive indicator since it at least opens an opportunity for discussion. The key is to help your team be ready with the right answers when they need them.

Step 2: Write template responses which can be used to manage objections.

Sit down with your most experienced sales professionals and create the ideal responses for each objection that you face. These are some of our favourites:

"Too expensive"

- "I'd rather charge your more and over deliver than undercharge and underperform"
- "If all the products you were looking at were free, would we still be your favourite choice?

"Now isn't the right time"

- "Each month we don't take action, it is costing your firm $_____. Let's take a look at how I calculated this..."

Write ten answers to common objections and add a follow up question.

3 Demos & Presentations

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Strong demos create a compelling reason for prospects to buy. The purpose of a demo is to build interest, create urgency to buy and to align features to pain points of the prospect.

Formulate an Agenda

Develop a framework for what you plan to cover in the demo and share this in advance with the prospect.

Be mindful of engagement

Two common mistakes are talking more than 60% of the time and feeling like you need to fit every feature into your time with the prospect. Great salespeople do two things well; first - they ask the prospect what they would like to see and cater the content according. Secondly, if they are getting zero or negative feedback they change the focus immediately to reignite interest.

Keep the pain in mind

Use the notes from the discovery call to orchestrate the perfect demo. Most sales people either ask these questions again or assume what the pain is and miss critical opportunities to build momentum for a next step.

Map out pains connected to specific features below.

Remember to avoid showing too much of your product at once, and to ask for feedback and confirmation of understanding along the way.

Pain	Feature

SALES PRO TIP

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Did you know that by applying a personal video to your documents, you can get up to 20x more engagement! Utilizing video features is great for both B2B and B2C oriented companies!

"

4 Structured Meetings

OUTLINE

Keep a meeting on track and create velocity from meeting to meeting, until a deal is signed or the prospects are disqualified.

Why is this important?
Poorly run meetings not only create fewer next steps they create a bad impression which can stall momentum in your deals.

Adopt a framework
Come together as a leadership team and with senior managers and determine a meeting framework for the entire sales team. Each framework should be different based on the type of meeting. You will need to create them for:

- Discovery Calls
- Product Demos
- Proposal Presentations
- Negotiations

General Meeting Rules - Remember three things

Talk less - ask more, your talk time must be less than 60%.
Respect the clock - turn up early and finish on time.
Have a least one key outcome with a defined calendar date to follow up.

"Sales Enablement: The ecosystem that extends throughout an organization." - Cory Bray

In Cory Bray & Hilmon Sorey book Sales Playbook: The builder's toolkit your can read more about structured meetings.

SALES PRO TIP

"

Answer a sales objection with a clarification question. This can often alleviate the need to answer the objection and help you to better understand the actual issue at hand.

"

5 Keep the Momentum

Keep the Momentum

Deals often stalls due to lost momentum. If you have interest you should always have a next move and take your customer by the hand and lead them to success.

At least two paths

Map your buying process and always have at least two possible moves on each interaction. If a contact goes dark, reactivate them with new content. If they still avoid you - maintain contacts throughout their organization.

Always be proactive

Strategize new ways to add value constantly to a deal. Most of the time sales reps who win deals put in the most effort. Imagine how your buyer is making their decision and try to do some of the work for them. If they are comparing you to competitors - make them a comparison sheet e.t.c.

Help them internally

Often your buyer will need to convince other people in their company to proceed so arm them with assets and knowledge to be successful. In the case of software sales, meeting with their IT department is often helpful as they also tend to find this process difficult.

Questions which can move deals forward

Have you bought similar tools before, could you walk me through what that process was like? This will reveal new decision makers, the buying process and the way they allocate budget.

What's your rating out of (1-10) that we can make this deal happen? Dependent on the answer, you can then ask how you can help to move this up from X to Y.

What is between me, you and a signed contract?

Is there anyone else that would be helpful in the next meeting?

What are the benefits you can see from buying our product? This allows you to see if the prospect is well enough educated to sell the goods or services internally.

How can you see this benefiting your standing in the company? Allows you to build the case for a personal win for your buyer not just a decision that meets their corporate goals.

SALES PRO TIP

"

There are a few things the best reps do that average reps *don't. Most important they disqualify fast.*

- Cory Bray

"

6 Social Plays

OUTLINE

Audience Building | Audio engagement | Build your campaigns

- **Identify** your target personas.
- **Engage** your audience with relevant content. Give your sales people set topics to become subject matter experts in. Encourage them to write their own content once per week in a Linkedin article and to post a Linkedin status update at least once per day.
- **Stand out** from the crowd by changing your profile picture to something creative, yet professional. Also change the line of your Linkedin title to something that speaks to your prospects.

  Ex. *VP Sales at IKEA → Helping businesses create beautiful workspaces*

Don't go for the meeting straight away. More successful sellers create interest over time which results in a meeting - usually by creating or sharing relevant content. If you are going to ask for a meeting be sure to include relevant customer examples, reference why it could be beneficial by specifically researching their website and experiment with video & voice in your outreach.

In Cory Bray & Hilmon Sorey book Sales Playbook: The builder's toolkit your can read more about social plays.

THE END

Thanks for reading our sales playbook!
Are you interested in sales enablement?

GetAccept provides teams all over the world with a leading all-in-one sales enablement platform. With personal video engagement, contract management, templates, and electronic signature solutions; sales enablement has finally been made easy!

Sources: GetAccept &. Sales playbook: The builder's toolkit, Cory Bray & Hilmon Sorey