



BDU Sales Process

• Prospecting and filling the pipeline

- Identify your ideal prospect
 - Size company
 - Vertical
 - Contact title
 - Geographic location
- Client referrals
- Speaking engagements
- Warm market introductions
- Strategic Referral Sources
 - Other's that work with your prospect but are not competitors
 - Meet one on one to make introductions for each other
 - Establish monthly meetings with groups
- Networking and Social Networking
- Cold calling (very minimal)

• Setting the appointment with a clear purpose

- Make sure the other person knows why you are meeting
- Pre-qualify the person/company you are meeting with
- Do your research on the web and LinkedIn

• Running the Meeting with Effective Questioning

- Building Rapport
- Setting the Agenda
- Confirming time set aside
- Identifying what prompted them to meet with you
- Initial Questions/Probing to pre-qualify
- Clearly understanding the clients wants and needs
- Understanding ROI
- Uncovering risks of not have the proper solution
- Discovering how the solution will help the company as well as them personally
- Identifying all of the decision makers evolved
- Know their budget
- Learn their typical processes when making decisions like this one
- Uncover whom else they are talking with (your competition)

• Presenting/Proposal

- Align your message to your discoveries
- Clearly define features vs. benefits of your products/services
- Ensure the right people are in the room
- Present with ROI
- Use stories

• Objection Handling

- Determine why they are objecting
 - Lack of perceived value or urgency
 - Perception that competition (or what they are currently doing) is better
 - Lack of resources (time, budget etc.)
 - Personal issues
- Follow the process
 - Listen
 - Acknowledge or Affirm
 - Question / Access
 - Identify and Isolate the Objection(s)
 - Think
 - Feed it back
 - Select a technique
 - Answer the objection
 - Close for the next step
- Techniques
 - Boomerang: Bouncing back what they say
 - Conditional Close: Make closure a condition for resolving their objection.
 - Isolation: Confirm that if you resolve it they are ready to move forward
 - Curiosity: Don't be sad, be curious.
 - Feel, felt, found: You understand how they feel, many others have felt the same way, but what the others realized is...
 - Justification: Acknowledge it's reasonable
 - Pre-empting: Handle it before they occur
 - Reframing: Change the way the see it

• Closing

- Closing starts at the first phone call
 - Next Steps
 - Appointment with the Decision Maker(s)
 - Request for proposal
 - A signed contract
- Techniques
 - Alternative Close: offering a limited set of choices.
 - Assumptive Close: acting as if they are ready to decide
 - Best-time Close: emphasize how now is the best time to buy
 - Choices Close: make three offers - with the target in the middle
 - Calendar Close: put it on the schedule.
 - Conditional Close: link close to resolved objections
 - ROI or Opportunity Cost Close: reduce cost to daily or weekly amount
 - what it is costing not to go with your solution.
 - Shopping List Close: tick off list of their needs.
 - Similarity Close: bond them to a person in a story
 - Summary Close: tell them all the things they are going to receive
 - Testimonial Close: use a happy customer story to encourage them
 - Trial Close: see if they are ready for a close.
 - Yes-set Close: get them saying 'yes' and they'll keep saying 'yes'

• Getting Referrals (prospecting- full cycle)

