THE PERFECT SALES MEETING

THE SECRETS OF GREAT SALES REPS

KICKSCALE

Facts of

2.000+

analysed Sales Meetings

What do the best salespeople do better than the average?

Sales shouldn't be a guessing game.

This document is the result of analyzing over 2000 sales conversations and shows what really works.

Often, it's the little things that make the difference between average and high-performer.

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THE IDEAL STRUCTURE WITHIN SALES MEETINGS

High-Performer follow a similar pattern.

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BEFORE THE MEETING

PREPARATION AND GATHERING INFORMATION

Personal Mindset

Rules of Sales Conversations

Rule #1: Appreciate your customer
Rule #2: Show recognition and acknowledgement
Rule #3: Show trust
Rule #4: Be objective, don't take things personal
Rule #5: Let people talk, never interrupt customers
Rule #6: Avoid educational advice
Rule #7: Show empathy
Rule #8: Ask yourself:
What can I do to get to a solution for my customer?

Where did we get this meeting from?
Why do they want to talk to us?
What are their goals?
What is our goal of the meeting?

Where to find this Information?

- Use the website for your research
- Use LinkedIn for your research
- Check if the person has some personal blogs
- Look up all information saved in your CRM

Company Information - Company Name; Industry and their Customers; Number of Employees; Company LinkedIn

Attendees Information - People we meet; Job Titles and LinkedIn Profiles

Remember!
First impressions count
Research similarities between you and your customer and include them in the conversation
Mirror the behaviour of the other person
Make compliments and be authentic

THE SALES CONVERSATION

PHASE 1: INTRODUCTION

Making contact > Dresscode, Hair, Hands, Face, Voice, Emotions, etc.

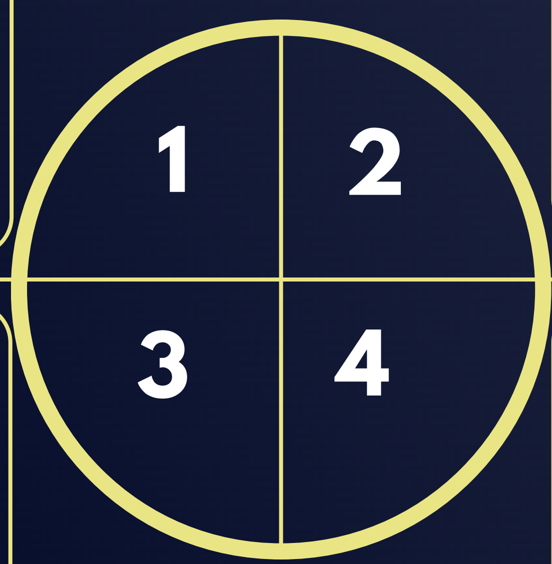
Be curious with Smalltalk: What brought them to us, Icebreakers, mention recent news, information about people, ask general questions

Explain the purpose of the call, it's plan and your goals

PHASE 2: DISCOVERY

Demand Analysis > Ask open questions. Ask only one question at a time. Listen and take your time. Eye contact. Don't ask why.
Rule: No need, no Sales

Need: What is important for you?; Where are your benefits?;
How can you help your customer?
Timeline: When do you need a solution?
Authority: Who is the decision-maker?
Budget: How costly is your solution?
Close-up: Summarize the steps above; End with a closing question



PHASE 3: SOLUTION MAPPING

Demand Consolidation >
Present a specific solution to the problems of your customers and get a YES.

Imagine how it will be when this problem is solved.
How does it feel to you?
What do you think about it?
What does it mean to you?

PHASE 4: OFFER AND CLOSING

Presentation of our offer in the sandwich method

(3 strong arguments + Price + 2-3 arguments in addition)
Is this what you are looking for? YES?

Then is right for you, when shall we start?
Once we receive a buying signal moving towards the closing phase

Objection handling: Price, Features, ...

Introduction

1. Introduction
- name
- smalltalk

2. The purpose
- get to know: customer& company
- understand needs

3. The plan
- questions
- present offer
- collaboration

4. Understandable?
- other attendees
- additional questions

5. Discovery phase

IMPORTANT: Listen carefully and actively

Discovery

Open-ended question

1. Ask about success

2. Need Discovery
- their challenges
- services that increase their revenue
- growth strategies
- management
- procedures

3. Timeline Discovery
- when

4. Authority Discovery
- who

5. Budget and Metrics
- costs
- additional profit

Validation

Summarize decision criteria from Discovery

YOU are looking for?

YOU want to increase your revenue

YOU search for a way

YOU want more time

YOU

If YES -> Ask
We have a solution
FOR YOU

If No-> back to discovery, get most important decision criteria

Solution

Present solution
Emotional picture of benefit; Travel into future; Ask about opinion

Questions before next phase:
Are you interested:
- less costs
- more time
- better solution
Do you see how:
- decrease workload
- help you
- increase revenue

Last question:
- When is the best time to start
- Do you want to see our offer

Offer & Closing

Always a closing question, sell what your customer needs!

What you get from us is:
- value
- price
- beginning point

If yes to offer -> schedule next steps

If no -> objection handling

Objection Handling

10 methods to handle objections successfully:

#1: Show understanding
#2: Pretence or Objection?
#3: Back to the discovery phase
#4: Why you should do it anyway
#5: Boomerang
#6: Transform Objection into a wish
#7: Tell a story
#8: Transformation of meaning
#9: Why
#10: Be silent

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AFTER THE SALES MEETING THE FOLLOW-UP

Agree on detailed next steps and summarise next steps

Our action items
Prospect's action items
When is the next meeting?
Follow Up Email sent (yes/no)
Next meeting scheduled (yes/no)
Trial activated (yes/no)

Follow up template

Hi

It was great talking to you and learning more about you and Kickscale. As we discussed, we want to connect with you and understand your current situation, the goals you want to achieve, and determine if we can help you.

During our conversation, you've provided me with great insights into your business, your priorities, and your interest to move forward. To make sure that we are both on the same page, I have prepared a brief summary of our discussion for your review.

Currently: Note – These should be a reflection of what you heard from the buyer.
<Insert Identified Before Scenarios and Negative Consequences>

Desired:
<Insert Identified After Scenarios and Positive Business Outcomes>

Required Capabilities:
Note – Required Capabilities may come later in your discovery with the buyer, therefore this section may or may not be part of your early discovery summaries.
<Insert Identified Required Capabilities and Metrics>

Next Steps:
1. <Insert Agreed Upon Next Steps>

Hopefully, this represents an accurate summary of our conversation. We appreciate the time you invested and look forward to our next meeting.

Best regards,
Gerald

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THE PERFECT BEHAVIOR WITHIN SALES MEETINGS

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THE PERFECT BEHAVIOR WITHIN SALES MEETINGS

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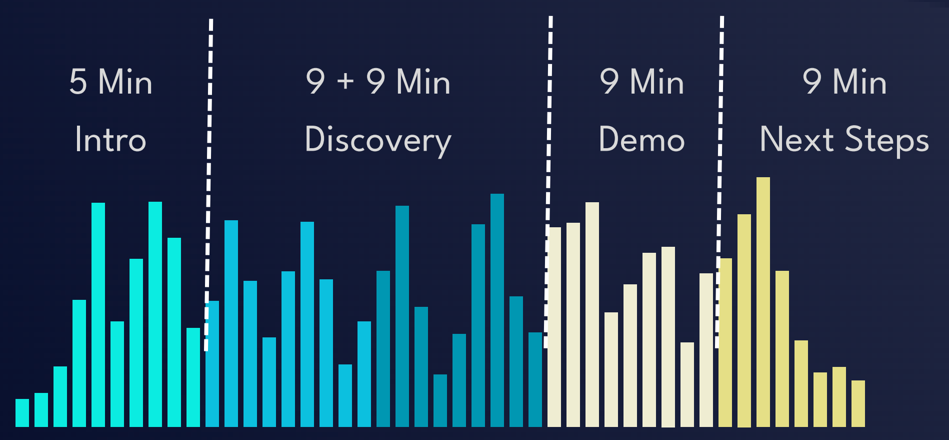

SALES MEETING STRUCTURE

SPLIT MEETING INTO CHAPTERS

Good salespeople avoid surprises by being prepared and show structure. They prepare for each meeting and structure it with a clear goal in mind. Neuroscience shows that the brain gets bored easily, which makes you lose people's attention. Don't jump from one topic to another...

Good salespeople summarize the topics they want to discuss into 9-minute chapters or less.

2

TALK LESS & LISTEN CAREFULLY

A conversation should not be one-sided. Try to make it like a dance. Everyone needs to be engaged... There are certain tactics you can use to increase the prospect's engagement. Go to the next slide.

3

ASK SMARTER QUESTIONS

Use open-ended questions to get the prospect talking. Good questions do not include the word WHY, but try to use HOW, WHAT, WHERE to increase the prospect's monologue. If possible, build each question on what the customer has said before.

Can you explain to me WHAT?
Tell me HOW you do ......?
What is the impact of ......?
Can you help me understand ......?
Can you walk me through ......?

4

1 Sec

PAUSE BEFORE ANSWERING

Especially with objections... successful salespeople are confident, they pause when the situation gets dicey and give the prospect more room to engage. Don't get nervous and interrupt your counterpart. Be confident and show that you are taking time to think about your answer.
Small tip: If you have doubts, pause.

THE PERFECT BEHAVIOR WITHIN SALES MEETINGS

5

TALKING SPEED

The faster you speak, the harder it is for the prospect to absorb your information and to remember it later on. By reducing your speed you are sending the feeling that you have the conversation under control.

Talking too fast can be perceived as being nervous.

6

PITCH

Our brains get bored quickly. Studies show that 9-10 minute pitches are ideal.

Break your presentation into multiple parts to make it entertaining. A prime example of this technique is Steve Jobs' masterful presentations, where he strategically incorporated a change every ten minutes or less, whether by introducing a new speaker, showing a video, or incorporating a dynamic element that brought the brain back into focus.

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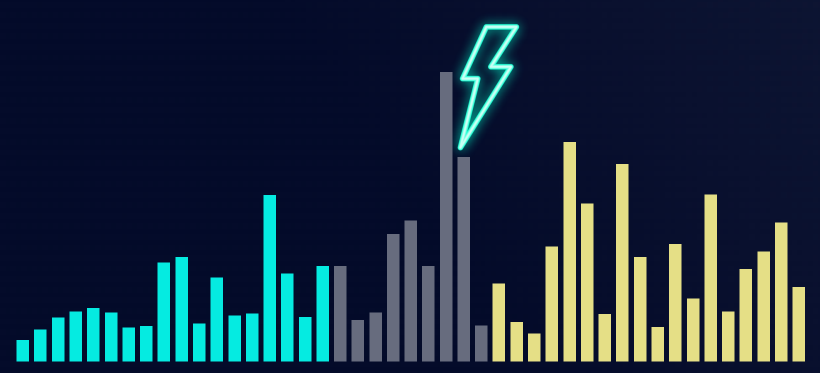

OBJECTION HANDLING

Address objections quickly with this 5-step framework:

1) CLARIFY: Can you help me understand what's causing that concern?

2) VALIDATE: I understand, It seems like you're... (show empathy)

3) IS IT THE RIGHT OBJECTION?: If we solve that issue completely, what other obstacles would we have to overcome before moving forward?

4) SOLVE: I think we can handle it by...

5) CONFIRM: What part of your concern do you feel is still left unsolved?

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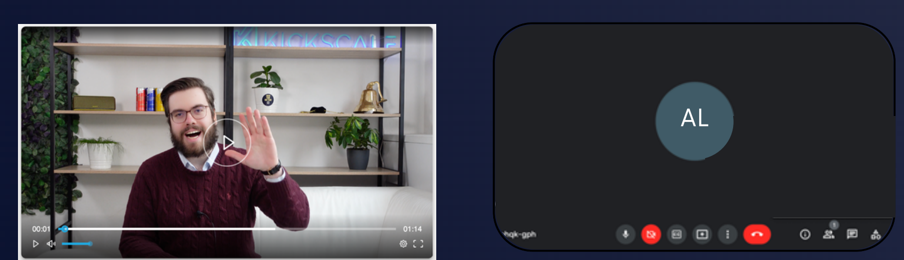
DO THIS **NOT THIS**



TURN YOUR CAM ON

This applies to all sales conversations!

Showing your face builds trust, while not showing your face damages your relationship with the prospect. A negative consequence of this is that you lose the attention of the person you are talking to sooner than if you have your camera on. So always turn on your camera.

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CHEAT SHEET

HOW TOP PERFORMERS RUN SALES MEETINGS

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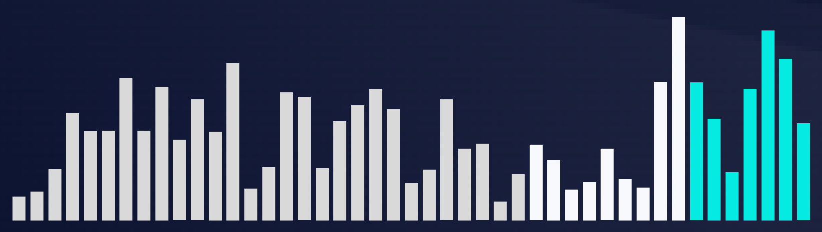

MENTION PRICE LATE

Show value first and identify your prospect's needs before discussing price. The best salespeople work ahead of time with an agenda that includes these topics at the end of the conversation. This gives you enough time to present value first before talking about price.

10

SUMMARIZE

Always summarize the conversation at the end to make sure you really understand the prospect's needs. Repeat all of this back to them in their own words to make an emotional connection with them.

Let me summarize what I've heard so far...
Did I get that right?

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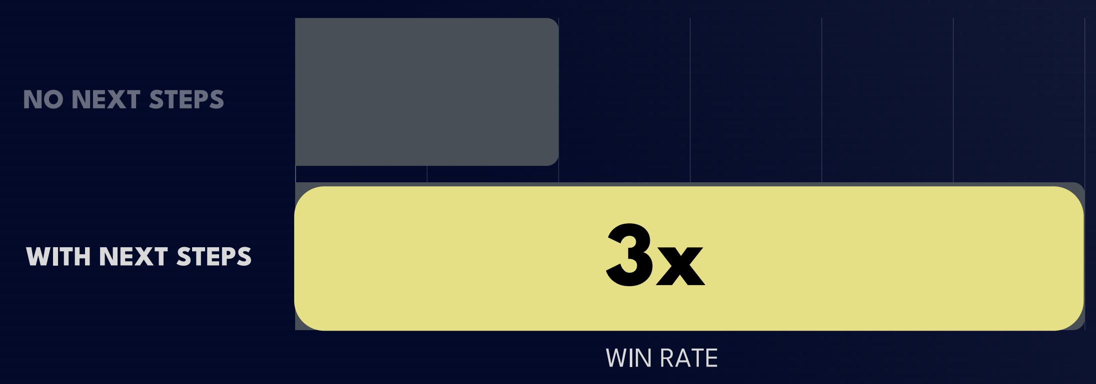

NEXT STEPS

WIN RATE INCREASES WHEN NEXT STEPS ARE DISCUSSED
Always end with clear next steps. The earlier you start bringing up next steps in the last inning of the sales meeting, the better.

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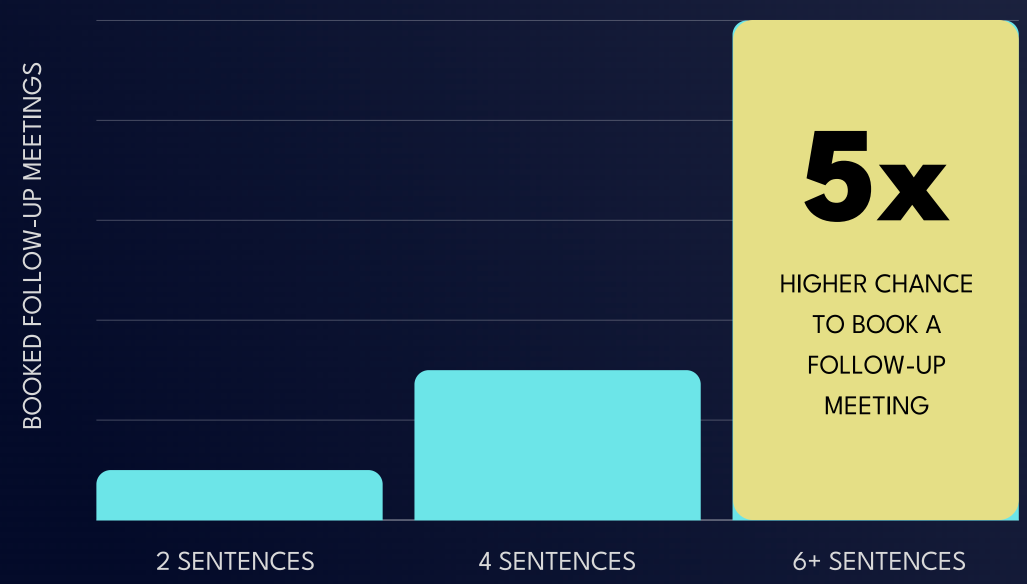
LONGER FOLLOW-UP EMAILS ARE MORE EFFECTIVE



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INCREASE SALES EFFICIENCY BY IMPLEMENTING ARTIFICIAL INTELLIGENCE

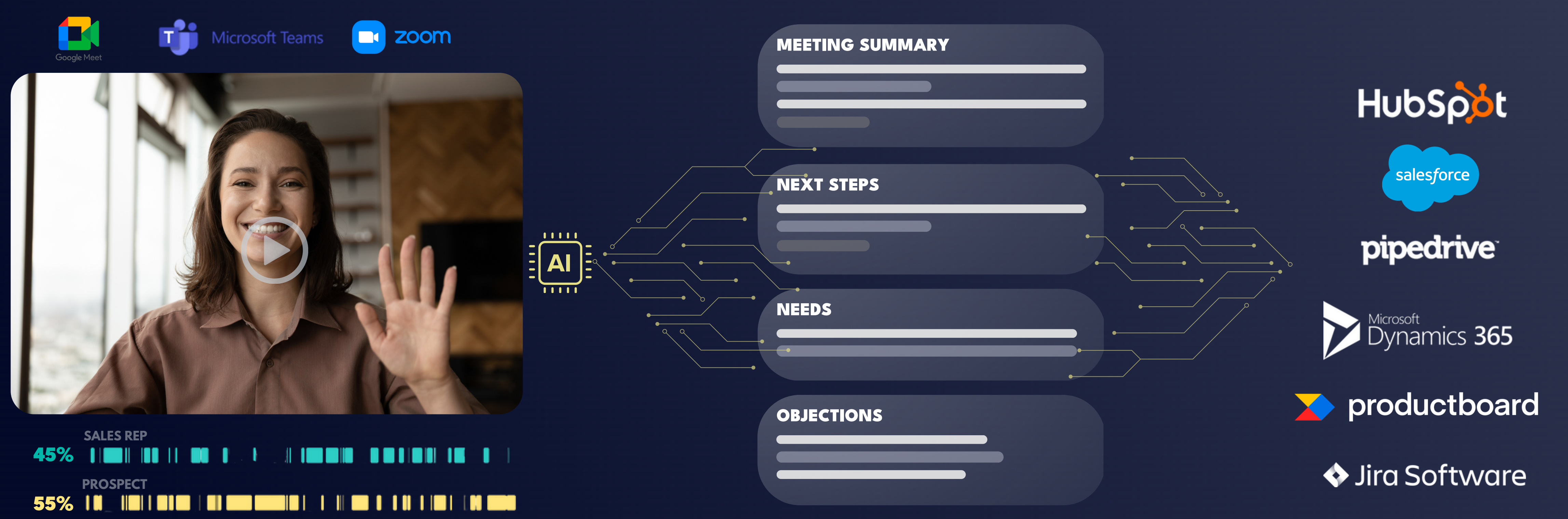
Salespeople spend **66%** of their time on administrative tasks rather than actual selling.
- Salesforce

High-performers, on the other hand, spend only **10%** of their time on administrative duties and thus have more time to sell.

We show how it's done.

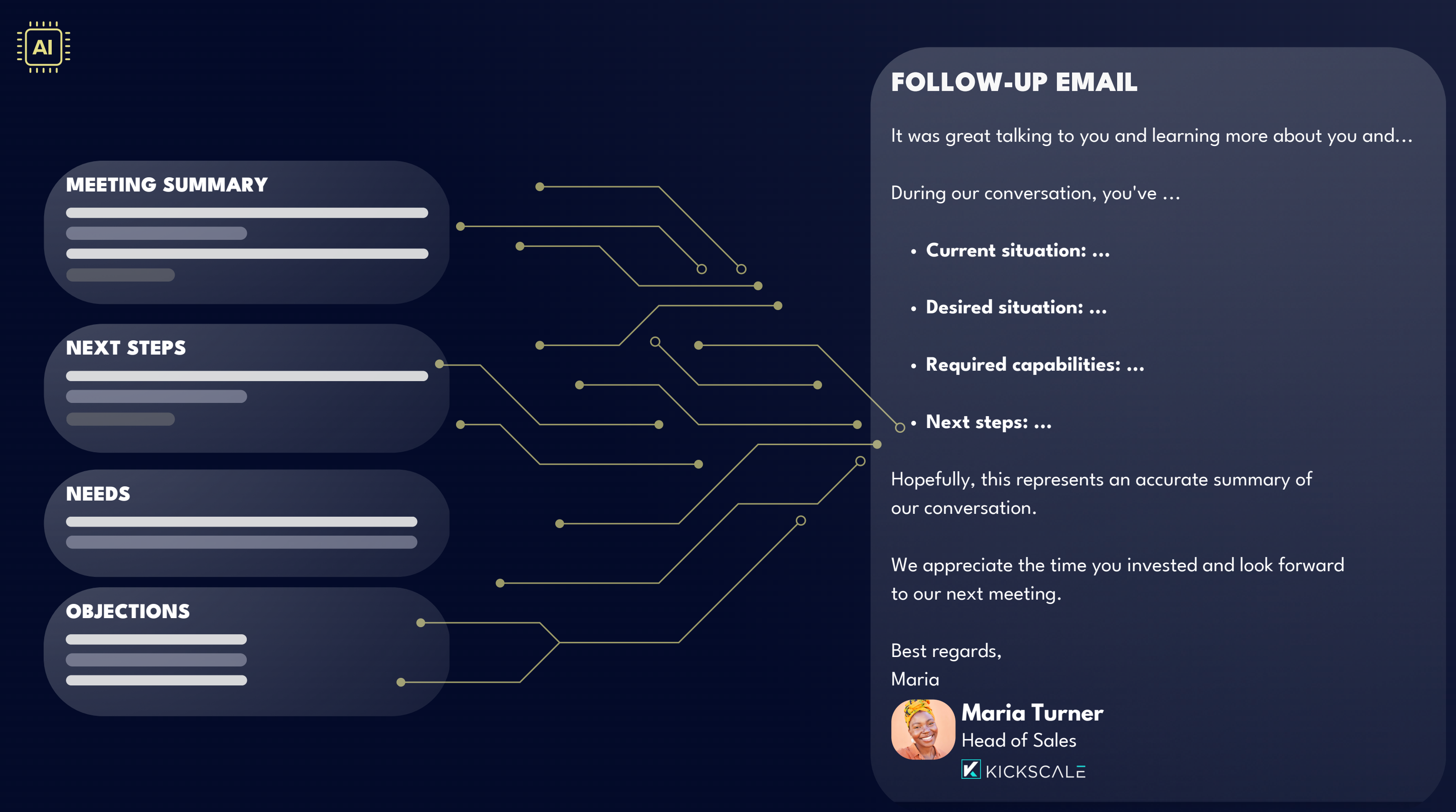
REPS USING AI, DO LESS ADMIN & SELL MORE

1 AI GENERATED MEETING SUMMARY & CRM UPDATE



2 AI GENERATED FOLLOW-UP EMAIL

AI USES THE INFORMATION FROM THE MEETING TO GENERATE A HIGHLY CUSTOM EMAIL FOLLOW-UP



THESE TACTICS WORK.

TRY IT YOURSELF

TEST FOR FREE AT APP.KICKSCALE.COM

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