

Grow smart

Leveraging your strengths with
unbound sales teams



Business challenges

The B2B sales process has changed and requires more, precise and consequent steps to be successful

The B2B buying process has become more complex with multiple stakeholders with often different business drivers



Human challenges

Salespeople are often disorganized, don't like to say no, have egos, don't like change, forget to lead and are risk averse

Sales is not a game but a complex puzzle where all parties need to win





Olympic minimum

- Strategy
 - Who do we serve, what do we deliver, what are our USP's
- Pitch
 - Building a unique compelling pitch mapped /stakeholder
 - Based upon a pain avoidance or an opportunity creation journey
- Act
 - Go for the right customers
 - Qualify fast & effective
 - Don't force a fit
 - Set KPI's



Olympic minimum

- But
 - Inform & educate but don't deliver free consultancy
 - Focus on the bigger picture not on the details
 - Sell on value
- And
 - Deliver and measure impact
 - Up- and cross sell
- Improve
 - Monitor
 - Challenge





SUCCESS

STATUS QUO

FAILURE

Process

- Offering
- References
- Segmentation
- Pitch
- CRM
- Awareness communication
- Prospection
 - Make contact
 - Build rapport
 - Fill pipeline
- Qualify
 - Compatibility & potential
- Pitch
 - Solution & company
- Close
 - Negotiate & contract
- Kick-off
- Governance
- Milestones
- Deliver
- Final approval
- Monitor
- Support
- Analyse
- Upsell
- Cross sell

PREPARE

ATTRACT

SELL

LEARN

GROW

Discovery journey

- Discovery
 - AS-IS
 - Maturity
 - GAP
- Deliverable
 - Roadmap
 - Priorities
 - Who does what





Questions

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