

Who to Who Sales Toolkit



www.HowToWho.com



Welcome to the Who to Who Sales Toolkit

Congratulations! You're about to learn an approach to sales that not only leads to more revenue; it's also a lot easier than traditional selling (persuading, overcoming objections, etc). How? Think Sales Megaphone, not Sales Funnel.

It's A Sales Megaphone, Not A Sales Funnel

It's time to dispel a long held belief about selling: The Sales Funnel. The sales funnel is 20th century thinking, known to anyone who has studied the discipline of selling. It is the symbol for the adage that selling is a numbers game. As you know, the thinking is that you need to make enough contacts so that when the non-buyers are eliminated, you still have enough buyers to make your numbers.

The Who To Who Sales Toolkit turns the Sales Funnel into a Sales Megaphone. Focusing on relationships is the foundation for success; you eliminate the need to winnow down the world until you find ideal prospects. In a relationship focus, the world builds and grows with each new relationship you establish. Your relationships are advocates for you. Your relationships trust you and what you are doing. They are your megaphone and helpers to find new relationships and opportunities.

This one's a game changer.

It is literally the better way.

Flip the Sales Funnel

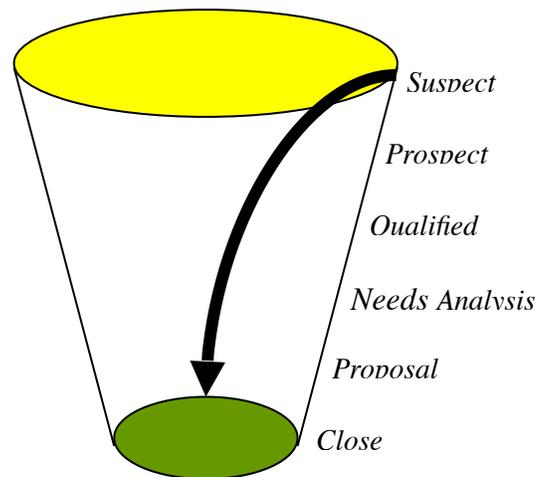
Has your gut ever told you that the typical funnel approach to sales is just too mechanical for selling to actual people? Have you ever wanted to revolt when presented with the typical sales approach? It feels like sales has always been approached as a numbers game. There is continual emphasis on activities, number of prospects, and managing the pipeline of opportunities.

Millions of dollars are invested each year in CRM systems that account for all of these activities and provide management the security blanket they need regarding what is going on.

In a typical selling scenario the salesperson evaluates the opportunity, the potential, and the deal. The buyer is part of the equation and dealt with in the context of the overall sales strategy.

- Buyers are given a moniker — coach, champion, decision maker, financial buyer, technical buyer, end user, gatekeeper, etc. They are a piece on the board.
- Buyers are viewed in terms of for or against. If for, how can we work with them to advance our position? If against, can we sway their opinion or at least negate their impact?

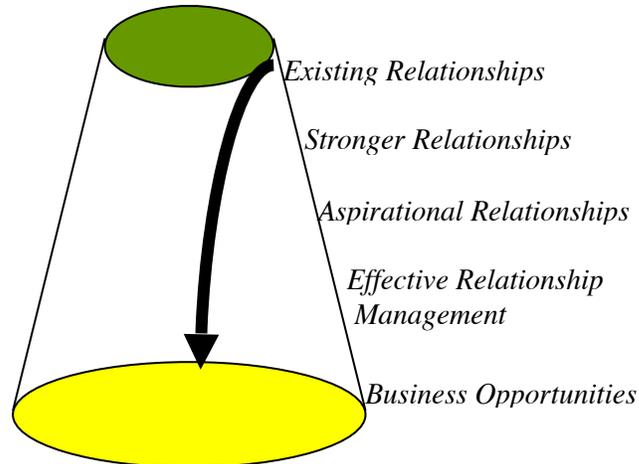
Most sales training programs have a traditional sales funnel as part of their curriculum. The steps usually look something like this:



This traditional selling approach is a joust — I want you to buy something. The buyer, knowing they are being sold, puts up defenses. And the joust continues — propose, overcome objections, propose again, overcome more objections — until someone gives in.

What's missing in this approach is the relationship. The best salespeople don't really work at selling; they devote most of their efforts to building relationships. Customer decisions are always driven by emotion and trust. Getting to the decision table requires excellence in all of the competitive attributes, e.g. great service, sound solution, strong ROI, etc. However, decisions are based on the trust the customer has in the people with whom they are doing business.

What's revolutionary about a relationship-focused approach is that it makes the sales process stronger and easier to manage. Rather than a sales funnel, this approach is more like a sales megaphone.



The starting point is one of strength - existing relationships with people who already know you, trust you, and do business with you. Focus on those relationships first. Strengthen them.

Profile where you are successful and find more of the same. Identify aspirational or desired relationships where the sales team can get a warm introduction. Leverage LinkedIn to identify how and through whom that introduction can take place. Finally, manage the relationships. Opportunities will rise to the surface.

When opportunities to help turn up, generously offer solutions, whether they are your solutions or someone else's solutions. In strong relationships, solutions come from authenticity based on trust.

The buyer is not defensive as they know that the solution is offered with the buyer's interest at heart. They welcome the input without the pressure to buy. They buy when it makes sense, and the relationship sustains over time.

The Who To Who Sales Toolkit Overview

The Who To Who Sales Toolkit focuses on relationships as the core of your sales activities. Here you will learn how to decide which relationships to focus on. You will learn the steps for strategizing the relationships that lead to results, and then build more business through those relationships.

The Who To Who Sales Toolkit shows you:

- How to know which existing customer relationships are best to leverage,
- How to connect with your most desired customers and influencers (even though you've never met them), and
- How to determine the key relationships inside your organization that support your success and your customers.

In the How to Who Communications Toolkit you learned how to be an effective communicator. This Sales Toolkit shows you how to apply those skills in specific ways to produce more revenue and a stronger base of solid relationships with your customers.

The Elements of the Who To Who Sales Toolkit:

Essential Elements

- Foundational principles that underlie relationship success

Analyze & Prioritize Who You Know (or Want to Know)

- Existing Customers
- Desired Customers
- Influencers & Connectors
- Internal Personnel
- Select which relationships to focus on

Gather Intelligence

- How well do you know who you know?
- Gather Intelligence to strengthen existing relationships and to learn about desired relationships

Introductions & LinkedIn

- For desired relationships, find warm introductions & leverage LinkedIn

Build Activity Plans

- Develop specific Activity Plans for existing, desired and internal relationships.

Marketing and Relationships

- Produce marketing activities that tell your stories and enhances relationships

What You Can Expect:



At the end of this process, in your hands you will have a blueprint and a plan for prioritizing and developing your relationships and growing your revenues.

If you decide you want to be successful in relationship-based sales, you will need a personal commitment to:

- Think differently about your customers and prospects - more as people than as accounts.
 - Remain alert to how people are interconnected.
 - Take the time to analyze and select.
- Take the time to research your paths to success.
 - Apply your communication skills as a normal part of your day-to-day activities.

Ready to Get Started?