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How to sharpen your sales strategy



1 - Define your Core

- It's meaningful
- It's unique and important
- It's strength will grow



2 – Focus on solving a BIG problem

- Unsolved problems + important outcome = Opportunity
- The best way to sell is NOT to sell



3 – Frame your market

- What is your beachhead?
- Focus



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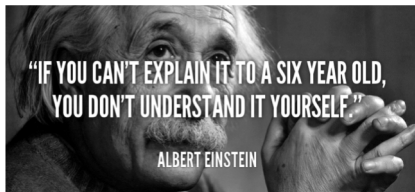
4 – Know your value proposition

- Credibility
- Don't leave money on the table
- Be Confident



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5 - KISS



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6 - People buy People

- Build trusting relationships



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7 – Sell what you’ve got!

- Build trust
- Be open and honest



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8 – The customer isn’t always right

- You’re the expert in your field



"We've talked it over and we've decided that you must not really be a customer."

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9 – Sales Channels

- Direct v 3rd party
- Treat them like they're staff
- 6 months to productivity
- Values, Culture



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10 – Trust the Process

- But don't over do it.



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11 - CRM

- Hubspot
- Zoho
- Salesforce
- Dynamics



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12 – There's always a better way...

- Learn from your mistakes,
- Even better – learn from your successes!



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More Questions?

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