

# B2B Sales

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BRIAN P. VENDRAMIN – JANUARY 17, 2018

# Tonight's Rules of Engagement

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This is **your** session.

Please ask **your** questions as they arise.

I will do Q & A at the end of my presentation and stick around for a bit after.

I will leave **you** with my contact information.

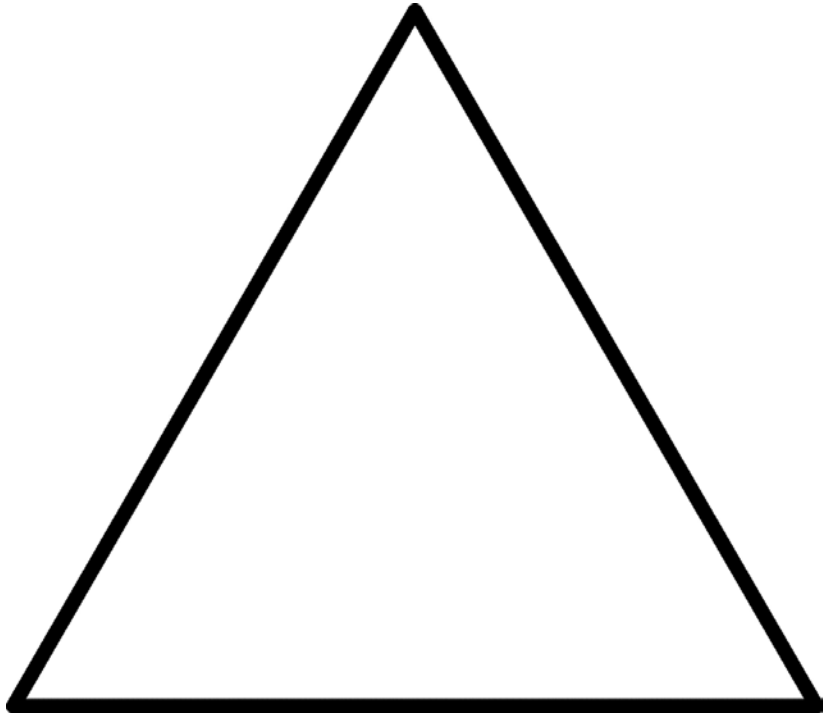
# Selling – part of the Promotion ‘P’



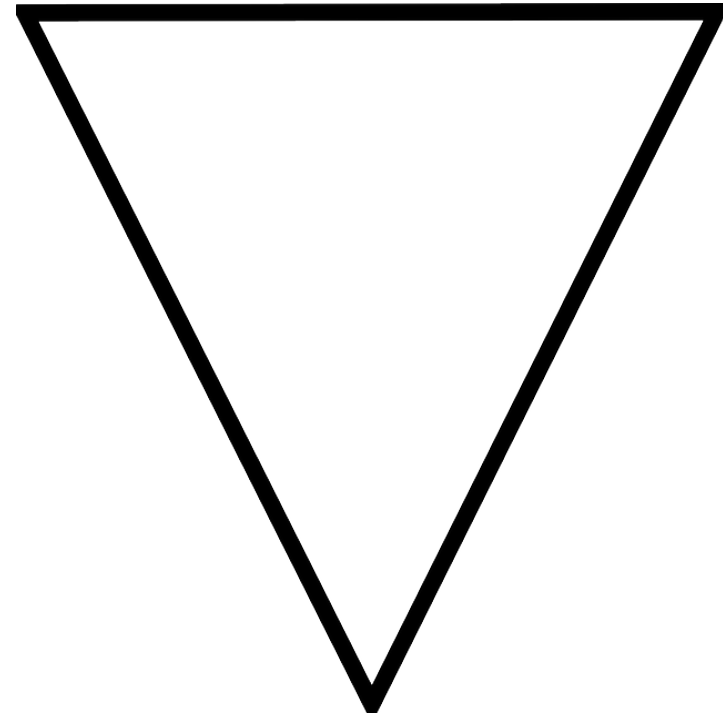
# Two Sales Approaches

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**HIGH-PRESSURE SELLING**



**NON-MANIPULATIVE SELLING**



# Six Guiding Principles of NMS Selling

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1. A professional salesperson is known not by the business he or she is in, *but* by the way he or she is in business.
2. If two people want to do business together, the details will not stand in the way.
3. The sales process must be built on a foundation of trust and mutual agreement.

# Six Guiding Principles of NMS Selling

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- 4. Prescription *before* diagnosis is malpractice.
- 5. The majority of the time, people buy because they feel understood and appreciated by the salesperson.
- 6. People like to make their own decisions

# Know and No in Sales

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- Know yourself
- Know your product and your company
- Know your competition
- No ***only*** means No in Social Situations!!

# Some 'Vendramin-isms'

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- Who besides you will be involved in the decision making Process?
- I want to 'earn the right' to your valued Business
- A good negotiation is when both parties walk away with a Pebble in their shoe
- Are you a prospect or a suspect?
- Show empathy
- Customers buy benefits, so salespeople should sell benefits.
- 'They are a good competitor. Some of my current clients used to deal with them.'
- When do you need it?
- Where do we go from here?



# The Process Is Straight-Forward

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1. Meet qualified prospects
2. Study their needs
3. Identify an area(s) you can assist them  
[increased productivity, reducing costs, new channels, sales promotions]
4. Propose Solutions
5. Respond to any Objections
6. Confirm the Sale
7. Follow-up to Sell more of the same **and** to obtain referrals

# Checkpoint – Are you with me?

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# Some Questions to Ask Ourselves

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- Who are your customers?
- What are their pains?
- How do they solve that pain today?
- Why is this not sufficient?
- Why is it important they solve these pains?
- How does your product or service solve their pain & why is this better?
- Who are your competition?
- What are your product strengths (vs the competition)?

# Some Questions to Ask Ourselves

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- Where are you weaker than the competition, how do you address these weaknesses?
- What are the common questions you get asked, how do you answer these?
- Who are your most loyal customers today?
- What do they most value about your product or service?

# What's your USP

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**Un·ique Sell·ing Prop·o·si·tion**

*noun*

**What differentiates you from the competition?**

- Is it your design?
- Is it your manufacturing process?
- Is it new to the market?
- Is it your method of distribution?
- What else – your turn...

# Steps in the Sales Process –

the steps vary according to the author

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# Prospecting – The lifeblood of selling

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## ∞ Where to find prospects:

- Cold calls
- Referrals
- Orphaned customers
- Sales lead clubs – more on this in a moment.
- Get published
- Trade shows
- Centre of influence
- Direct Mail
- Telephone and telemarketing
- Observation
- Networking
- Prospect lists

# A Tip Club

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- What is it?

*Networking is an enrichment program, not an entitlement program. #quote*

- Why it's a great idea?

Friction with salespeople in non-competing fields is great!

- Chamber of Commerce has one **or** start your own.

- What are you waiting for? 😊



# The Approach - A Case Study

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Rami Semchuck sells industrial lubricants for machinery to manufacturing plants. Tomorrow, Rami plans to call on the purchasing agent for Acme Manufacturing Company.

For the past two years, Rami has been selling Hydraulic oil 65 in drums to Acme. Rami's sales call objective is to persuade Acme to switch from purchasing oil in drums to a bulk oil system.

Last year Acme bought approximately 364 drums or 20,000 litres at a cost of \$1.39 a litre or \$27,800. A deposit of \$20 was made for each drum. Traditionally many drums are lost, and one or two litres of oil may be left in each drum when returned by customers. This is a loss to Acme.

Rami wants to sell Acme two 3,000 – litre storage tanks at a cost of \$1,700. He has also arranged with Pump Supply Company to install the tanks for \$1,095. The total cost of the system will be \$2,795. This system reduces the cost of the oil from \$1.39 to \$1.25 per litre, which will allow it to pay for itself over time.

# Major Oil Inc. and Acme Manufacturing Case Study continued

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Other advantages include:

- ♦ Having fewer orders to process each year;
- ♦ Reducing the amount of storage needed;
- ♦ Having workers handle the oil less;
- ♦ No more drums to damage or keep track of or have oil left when they are returned.

**If you were Rami, how would you plan the sales call?**

# Checkpoint – Are you with me?

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# Which Type of Presentation to Use

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Will it be –

- **A Canned or Memorized Presentation?**

or

- **A Planned or Customized Presentation?**

They both have their advantages and disadvantages!

# Dramatization Proves It

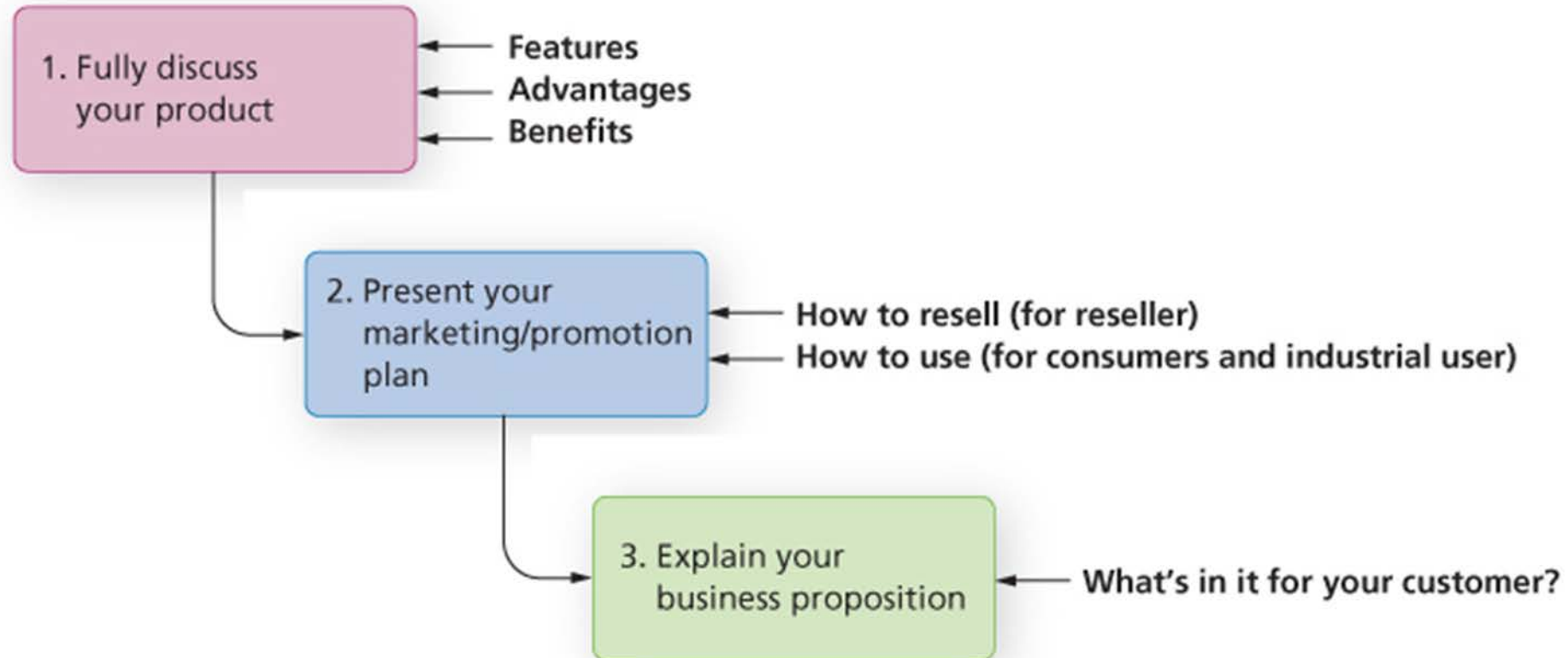
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## 7 points to remember (a demonstration checklist)

- ☐ Is the demonstration *needed* and *appropriate*?
- ☐ Have I developed a specific demonstration *objective*?
- ☐ Have I properly *planned* and *organized* the demonstration?
- ☐ Have I rehearsed to the point that the demonstration *flows smoothly* and appears to be *natural*?
- ☐ What is the probability that the demonstration will go as *planned*?
- ☐ What is the probability that the demonstration will *backfire*?
- ☐ Does my demonstration present my product in an *ethical* and *professional* manner?

# Three Essential Steps within the Presentation

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# Five Phrases to Avoid during your Sales Presentation

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1. **Hey "y'all," "you guys" or "yous."**
2. **"The competitor's product is not as good as ours."**
3. **"I don't know."**
4. **"We never make a mistake."**
5. **"We've just always done it that way."**

# Checkpoint – Are you with me?

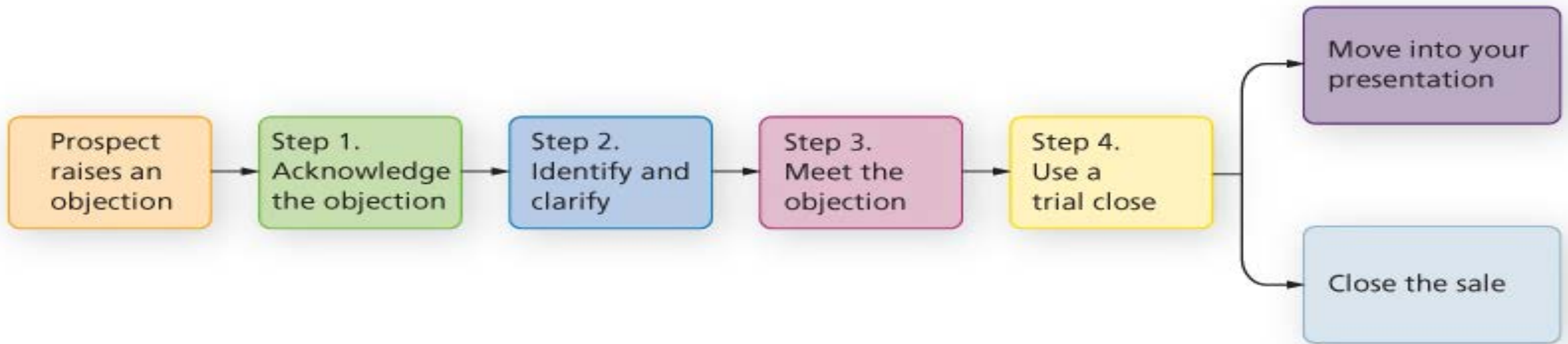
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# Will Prospects Always Agree with Me?

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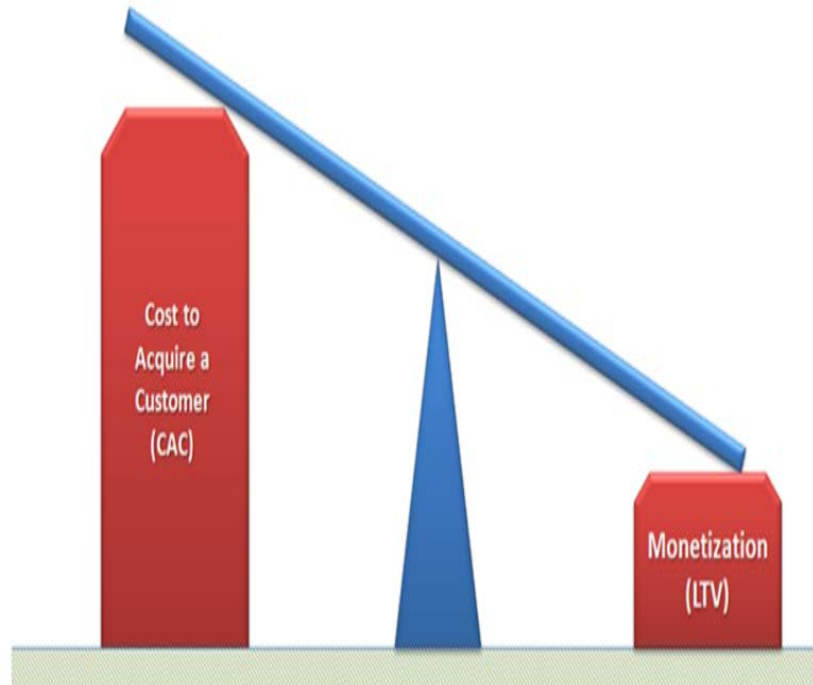
# Referrals

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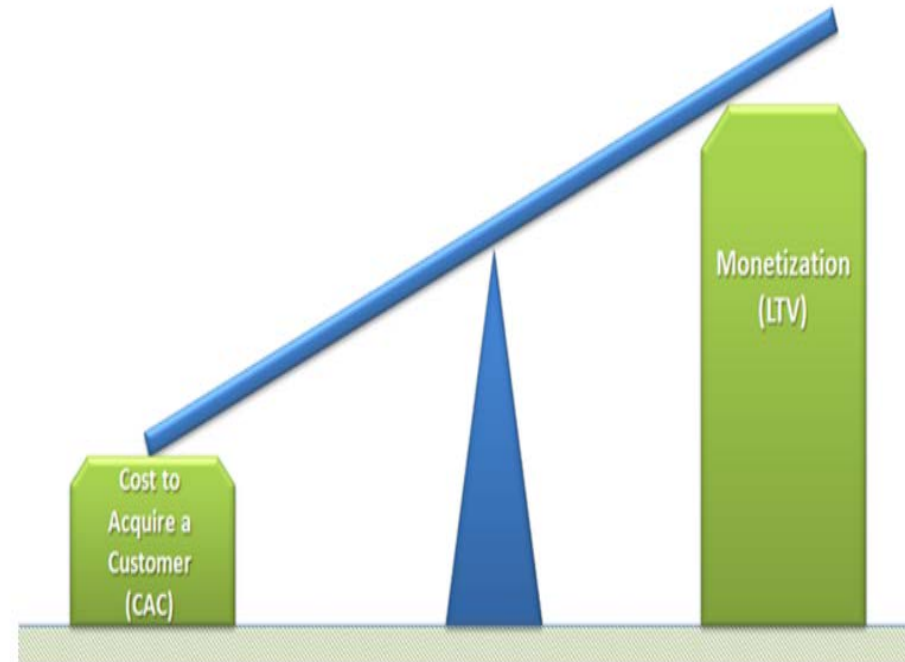
- Are they important?
- How do you obtain them?
- How do you use them?

# Customer Acquisition Costs Out of Balance **vs.** Well Balanced

An out of balance business model



A well balanced business model



# No Success on This One

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- Know that you cannot always sell everyone
- Don't take buyer's denial personally
- Be courteous and cheerful
- Stay professional
- Stay in touch
- Stay cheerful
- Ask for referrals
- Leave a business card
- Thank the prospect for her time

# Is the 'F-word' part of your sales vocabulary?

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## Follow-up!

Yup! That's the one!



# Two questions you *a/ways* need to ask

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- Is there anything else I can do for you?
- Who else do you know that could use my services?

# My Contact Information

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# How Did We Do?

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