Inbound Sales

Tips for Sales and Marketing to Close Deals When the Buyer Has All the Power

Andrew T. Quinn
@andrewtquinn
a picture is worth 1,000 words
Information is **power** and your prospects’ have more of it than ever.
WHAT IS A KEYWORD?

Straight talk on changing the way you sell.
There’s going to be some heavy lifting
Sales people can be a bit...
they have to be **sold** just like a customer does
Just get them to want to paint the fence...
A typical **approach** to make a sale...
What usually happens...

- A lead is sourced
- The lead is pursued
- A connection if finally made
- An appointment is set
- The needs assessment is done
- A determination is made if this person can buy
- The solution is presented
- The close is attempted
Here’s something to think about...
What is the **prospect** watching, reading or researching while you’re not there?
The typical sales playbook is becoming increasingly ineffective.
57% of a prospect’s buying decision is complete before that prospect’s first contact with a supplier.

Conference Executive Board: Marketing Leadership Council Research, Sales Leadership Council Research
Just what you thought... websites, blogs and social media
Back to that sale we were talking about...
This raises three questions...
1 How do we make sure we’re the best choice when the prospect is practically two thirds of the way through their decision?
2 How do we ensure we are a key part of the first 57% of their decision making process?
What is the **prospect** looking at between sales calls?
Let’s address these burning questions one at a time.
How do we make sure we’re the best choice when the prospect is practically two thirds of the way through their decision?
change

the conversation
How would we do that?
\[
\frac{(G + P + C + T) \times (B + A)}{(C + I)} = $$$
\]
What those letters stand for

• G – Goals
• P – Plans
• C – Challenges
• T – Timelines

• B – Budget
• A – Authority
• C – Consequences
• I – Implications
\[
\frac{(G + P + C + T) \times (B + A)}{(C + I)} = $$$
\]
Now we know...

- Do I have the ability to help you?
- Do you actually need the help I can offer?
- Do you want my help?
How does all the content I create support that?
Content needs to back up the unrecognized problems introduced on the sales call.
Are your webpages detailing how you solve those unrecognized problems?
Do your blog articles help your prospects understand and solve for those unrealized problems?
Are you looking for opportunities to establish trust and offer insight into how to solve those problems?
Reveal problems your prospects don’t realize they have; show them the way forward.
How do we ensure we are a key part of the first 57% of their decision making process?
Inbound Marketing Methodology

Attract
- Strangers
  - Blog
  - Social Media
  - Keywords
  - Pages

Convert
- Visitors
  - Calls to Action
  - Landing Pages
  - Forms
  - Contacts

Close
- Leads
  - Email
  - Workflow
  - Lead Scoring
  - CRM Integrations

Delight
- Customers
  - Social Media
  - Smart Calls to Action
  - Email Workflows

Promoters
WHAT IS A KEYWORD?

Teach your sales people how to go inbound
Find the right channels and listen
Look for opportunities to engage
\[
\frac{(G + P + C + T) \times (B + A)}{(C + I)} = $$$
\]
3 What is the prospect looking at between sales calls?
Was that sales person right?
Ask yourself this...
What are my customers finding when searching about the unrecognized problems I introduced?
Hmmm... interesting
The tools you’re going to need
1. Sales Philosophy
2. Sales Methodology
3. Sales Process
The way forward
Here’s what to do

- Get started
- Understand your buyer personas and their unrecognized problems
- Understand how your prospects will look for information about these problems
- Create content that teaches how to solve those problems
- Discover ways to lead to your product without just talking about yourself
- Teach your sales team to integrate your content into their sale process
- Repeat
QUESTIONS?
thank you
Reminder: Please fill out the session survey in the INBOUND mobile app.