

# B2B Sales Success

Building and executing a strong B2B  
Selling program

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[SalesAcademy.ca](http://SalesAcademy.ca)

# Selling is about...

“Creating an environment where an act of faith can take place.”

Likeability isn't enough...

“You can’t control people but you can control the process.”

# Sales Process ROI

“We discovered that sales forces were most effective at managing their sales pipelines if they had invested time in defining a credible, formalized sales process.

In fact, there was an 18% difference in revenue growth between companies that defined a formal sales process and companies that didn't.”

– Harvard Business Review (Jason Jordan Jan 21 2015)

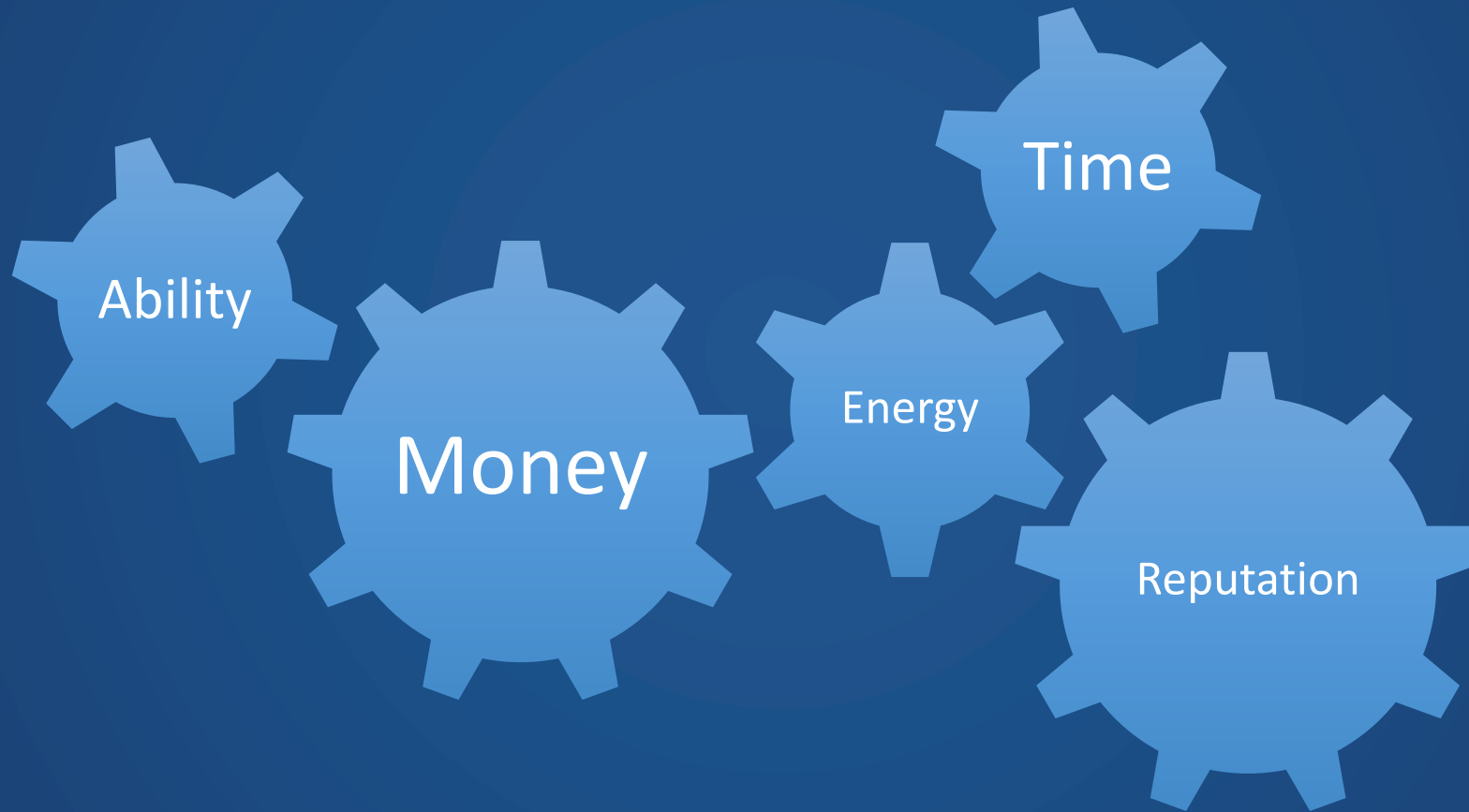
# 4 Sales Process Success Indicators

1. Quality and velocity of lead flow
2. Quality of conversations
3. Quality and depth of key relationships
4. Quality and tenacity of follow-up

Spend?

# Your Assets

Invest?



# The ABC's of Targeting

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| CATEGORY               | USERS  |         | NON-USERS |      |
|------------------------|--------|---------|-----------|------|
|                        | RETAIN | DEVELOP | REGAIN    | GAIN |
| <b>A</b><br>Absolute   |        |         |           |      |
| <b>B</b><br>Beneficial |        |         |           |      |
| <b>C</b><br>Convenient |        |         |           |      |

High Yield & Larger Investment

Pro-Active & High Relationship Selling

Lower Yield & Smaller Investment

Passive & Lower Relationship Selling



# Vague Criteria Example

“BC Companies”



# Specific Criteria

- 20+ employees
- \$2 million + in revenues
- Located in Tri-Cities area
- Business relies on connectivity
- Values technology and wants to be ahead of the pack
- In high tech, professional services, or education
- Is growing or going through a disruption
- Is focused on quality and value
- Is collaborative and partnership focused

# Corporate Criteria

- Size of company
- Access to decision makers
- Annual revenues
- Region
- Consumption volumes
- Relationship with competitors
- Business stage of growth
- New locations/projects on the horizon / annually
- Market focus / target markets

# Situational Targeting

## Corporate

- New management position, owner, broker etc.
- Industry / Region disruption
- Growth of company
- Hiring phase
- New product/division launch
- Issues with exiting partners
- Recent loss of key accounts

# Do your ABC's on:

- A prospects
- A referrals
- A partners
- A education opportunities / networking opportunities
- A personal activities

# A List

- 5 A category referrals and power centers you absolutely must make more time for next month?
- 5 A category prospects that need more attention or an immediate follow-up?
- 5 A category clients/brokers I need to spend more time developing?
- 5 A category online or offline networking tools/events I should attend or engage in



# The Art of Asking Questions

**“I’ve heard  
many people  
talk their way  
out of a sale  
but I have  
heard very few  
listen their way  
out of a sale.”**



-Zig Ziglar-



**Most people don't listen,  
they just wait  
for their turn to talk.**

# 70/30 Selling



# Talk/Listen Ratio



46% Talk / 54% Listen



The talk-to-listen ratio of winning discovery calls is 46/54. The best calls are a natural, balanced, two-way conversation with your customer (rather than an interrogation).



A close-up photograph of a person's hands in a blue suit jacket, holding a silver pen and writing on a white notepad. The background is blurred, showing more of the person's hands and the notepad. The overall scene suggests a professional or business context.

# Needs Analysis

- Forces you to listen
- Shows real interest
- Nothing is missed
- Is a record
- Free education
- Leads the customer

# Would it help to know the clients':

Likes

Dislikes

Fears

Beliefs

Problems

Achievements

Challenges

Objectives

Values

Goals

Motivations

Dreams

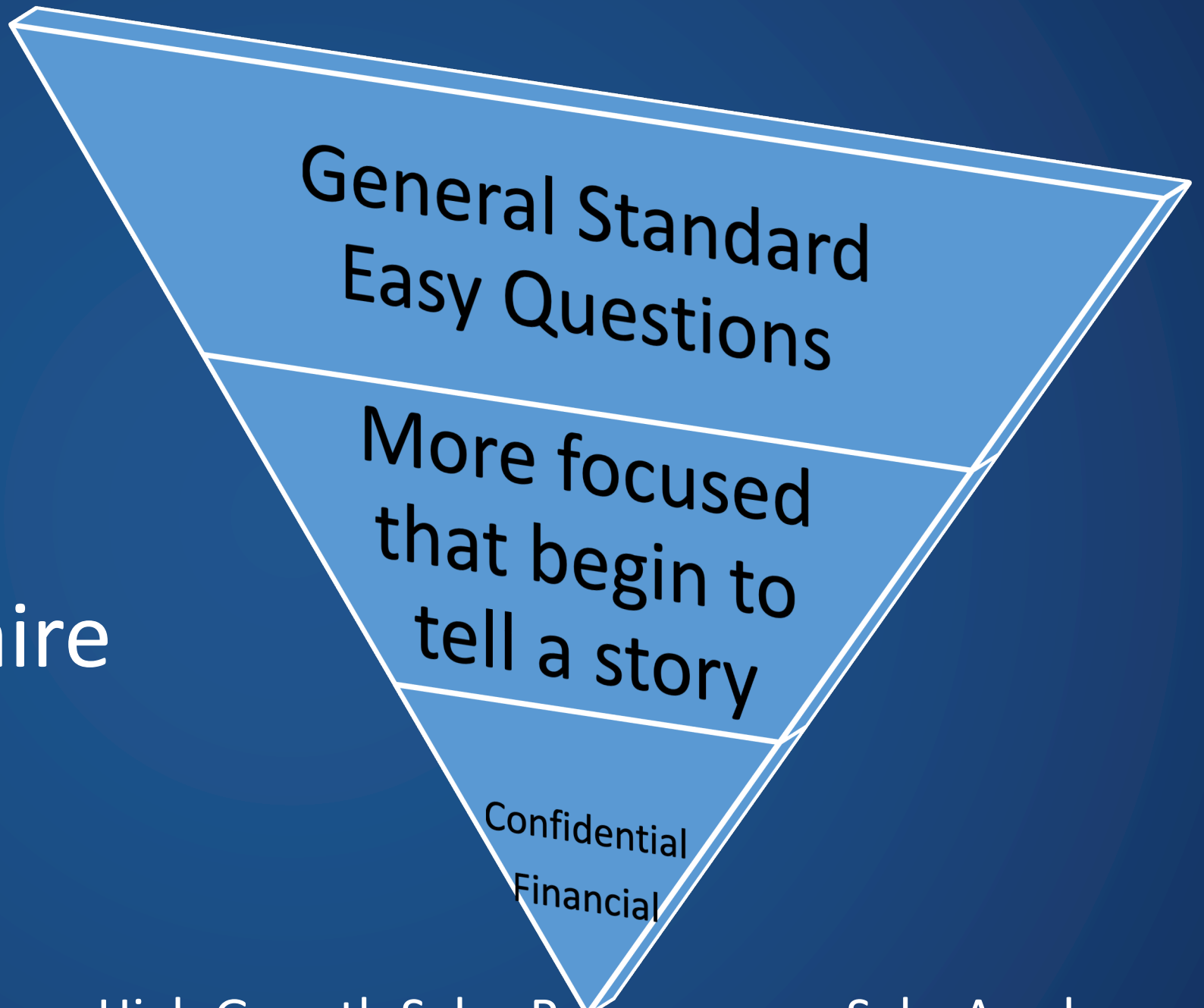




**20 % of your questions provide vital information,  
80% build rapport and lead the customer.**

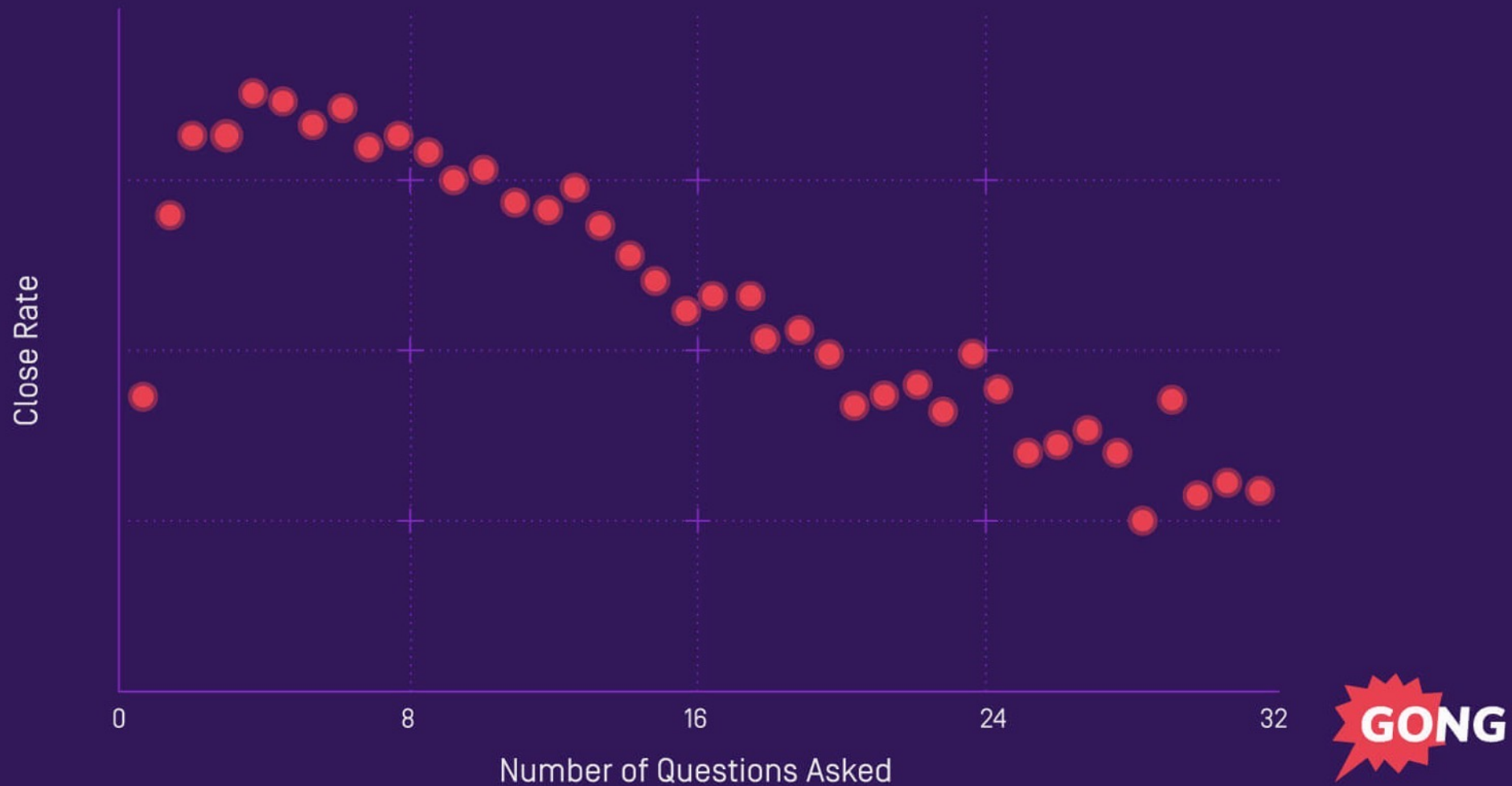


# Needs Analysis Questionnaire





## Asking Too Many Questions *Decreases* Your Win Rate





# 3 Rules

1. Never sell during the needs analysis
2. Watch their tone and body language
3. Watch your tone and body language

# Varied Questions Create Contrast

- Open
- Closed
- Leading
- Requests



# What? Questions

- “What happened that caused you to start looking for additional equipment suppliers?”
- “What changes in the marketplace prompted you to focus on this new client type?”
- “What has to happen in order for you to feel that this was a good investment of money and resources?”

# 3 Vital Questions

1. Have I missed anything?
2. Do you have any questions for me?
3. Based upon what you have shared with me, would you mind if I shared with you how I think we could help you?



# Design your own needs analysis

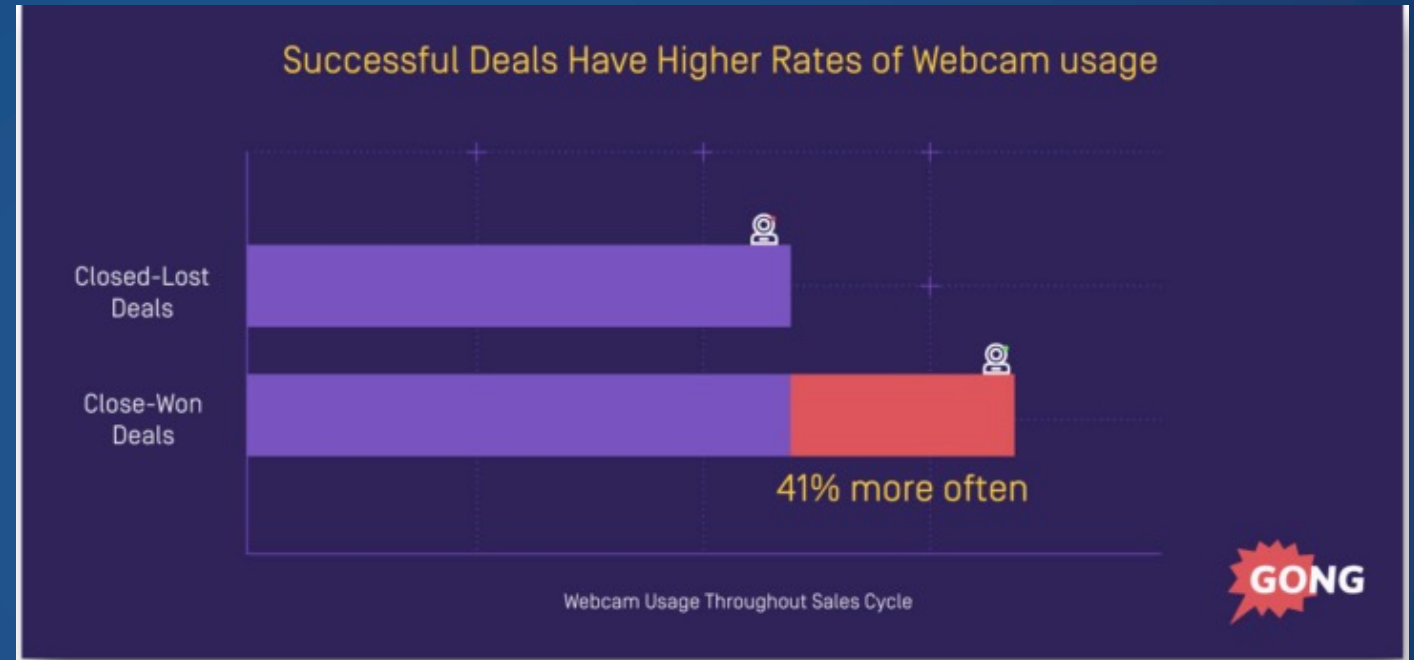
1. Brainstorm multiple open, closed, leading and request type questions
2. Rate them from least to most confidential
3. Pick your top 5-7
4. Practice out loud to test comfort and flow



# Video Meetings Work!

“Gong.io recently analyzed the audio and video of more than **100,000 sales meetings** to understand the effect using a webcam has on closing deals.

For the closed/won deals, **webcams were used 41% more frequently throughout the sales cycle.**”



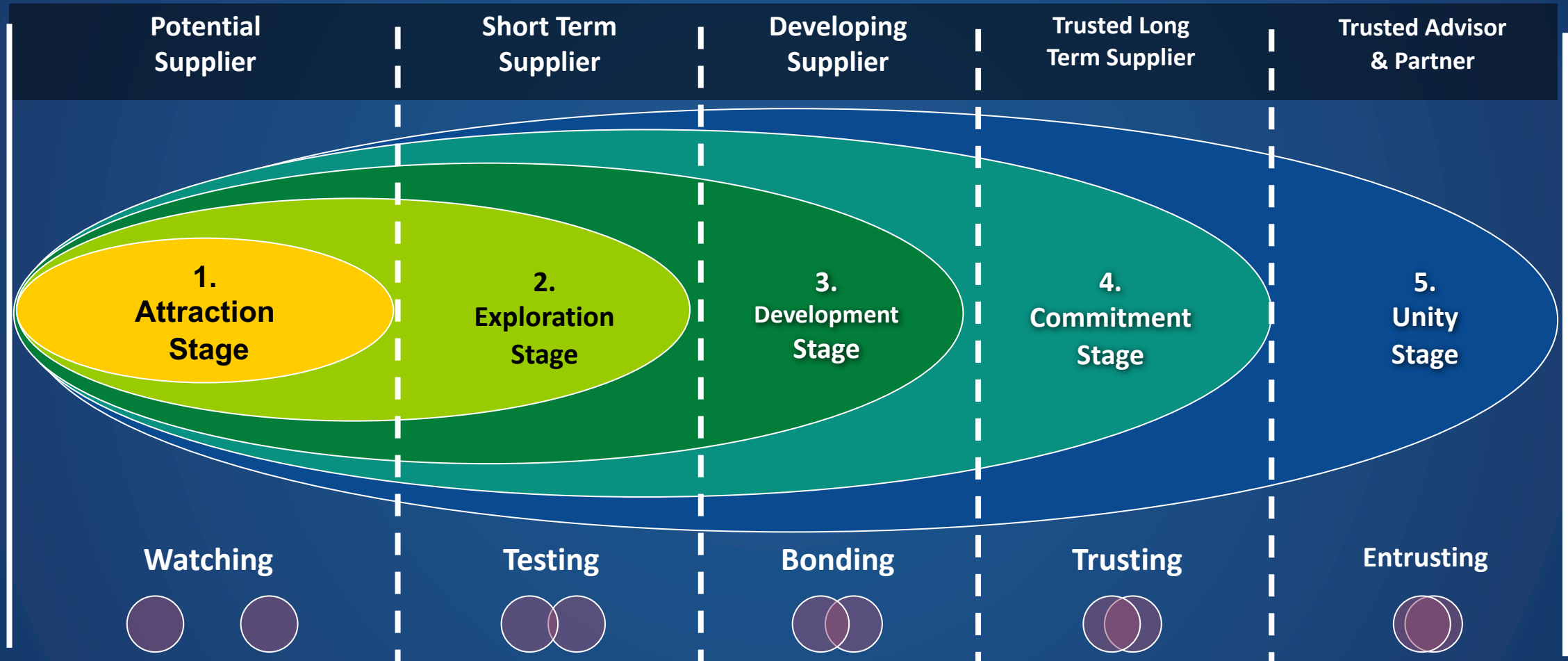
“Some people use a relationship to get the deal but...

... the reality is the relationship is the deal.”

– Bill Gibson

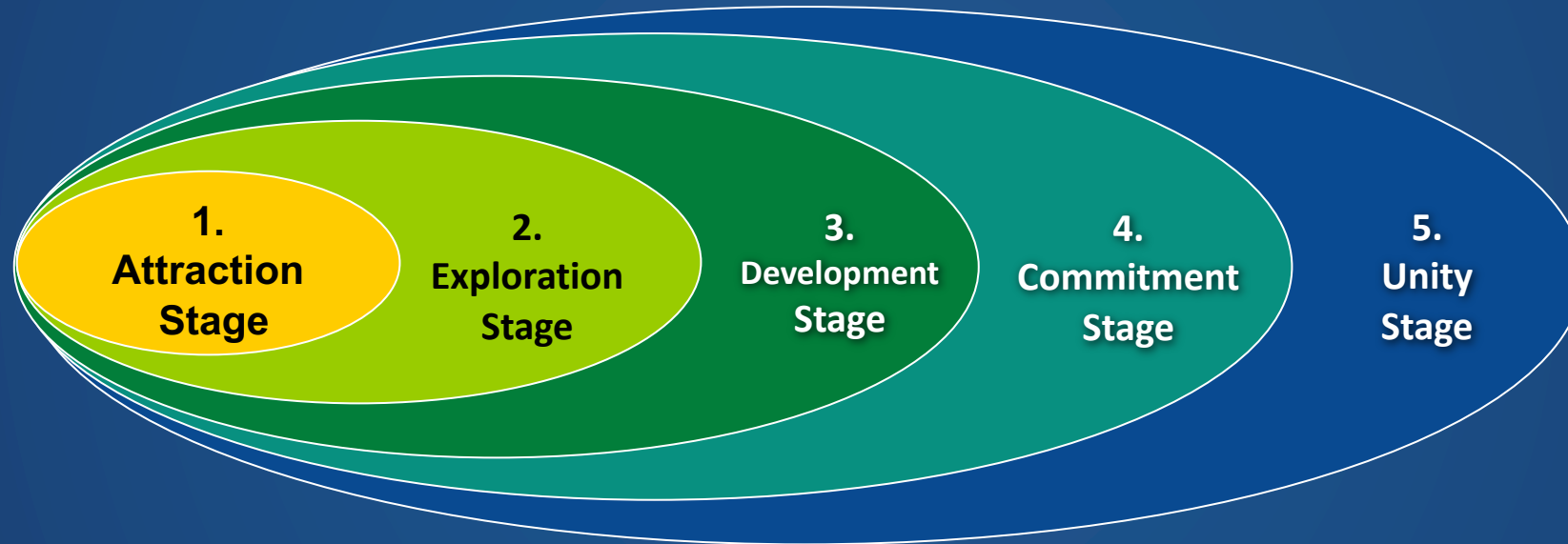
# The 5 Relationship Development Stages

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# The 5 Relationship Development Stages



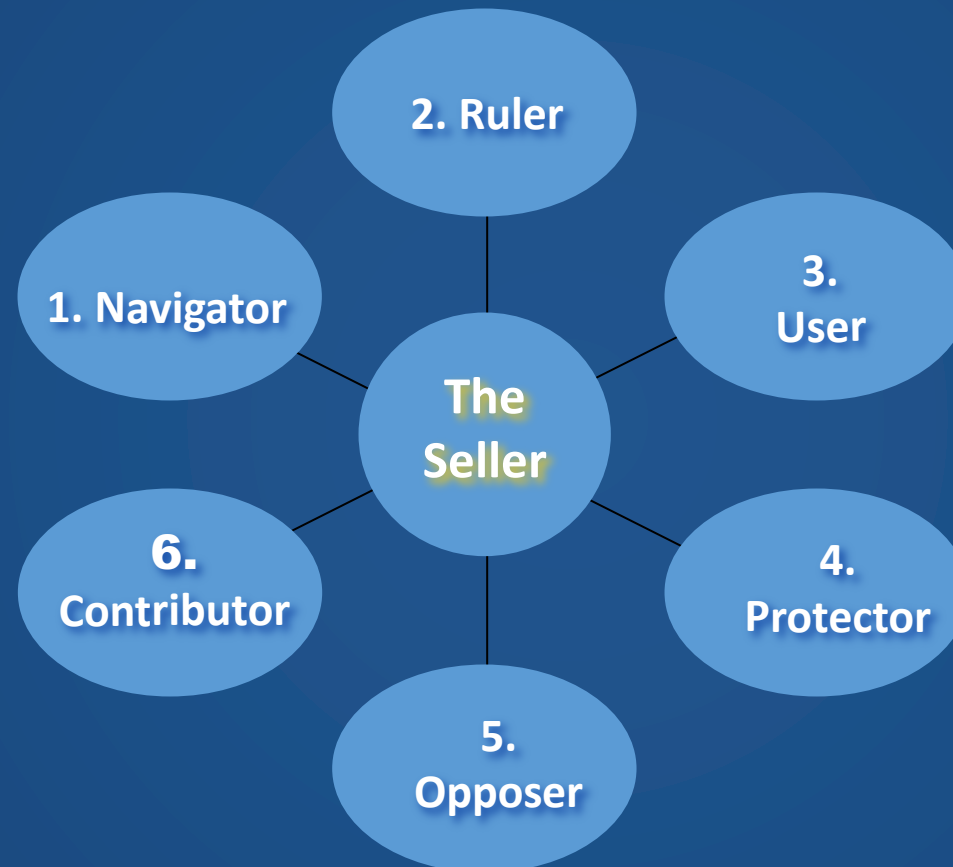
Where do you see the relationship?

Where does the other person see the relationship?

**“In a recent poll of CEB (Gartner) members, nearly 80% of sales leaders said that the number of customer stakeholders involved in a typical deal continues to rise.**

**The average B2B decision-making group includes 5.4 6.2 buyers.”**

# The Power Player Network



The key players

**Move from being a someone  
that explains value - to being a  
peer and business person that  
creates business value.**

# Business Acumen

- Understand the goals and job functions of each power player in your target client segments
- Immerse yourself in their world:
  - Industry events
  - Follow influencers, periodicals, news, and research
  - Know their competitors and customers
  - Speak their language (jargon, corporate values, corp. cultural speak)
- Understand how your solution / product impacts the above uniquely and specifically

# Nurtured Leads

“Nurtured leads make 47% larger purchases than non-nurtured leads.”

– Annuitas Group

According to Forrester Research, companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

- DemandGen Report

“80 percent of prospects that don’t make the grade today will go on to buy from someone within the next 24 months.”

- SiriusDecisions

Its not *about “touching base”*

*It's about adding real value and  
displaying uniqueness every contact  
we make with the client.*



# Touches

- In-person meeting
- Social Get-together
- Phone Call
- Lunch / Meeting
- Handwritten cards
- Networking event
- Conference
- Food Shows
- Long table events
- Personal email
- Drop-in
- Functions
- Text
- Team member contact
- Senior management contact
- Refer business
- Ask for advice
- Share an idea

# Remote/Digital Touches

- Twitter interaction / question
- LinkedIn connection, comment, like, message
- Facebook like, comment, message
- Forward relevant blog
- Whitepaper / Case studies
- Policy updates (industry/government)
- Sharing their content
- Company email / newsletter

# Prospecting is a...

- Mind-set
- Discipline
- Life skill
- Sense of expectant, positive curiosity

# My Funnel Sources Q1

- Board of Trade/Chamber of Commerce, Distinguished Speaker Events, Luncheons
- **Guest Speaking**
- CPSA Events
- Terminal City Club, Rowing Club etc.
- Business Coaches
- CRM Partnerships
- **Lunch with my network**
- Social Engagement Online
- BIA's
- Local MLA/MP Events
- Tech BC
- Volunteer for A category charity or community events
- Shane's VIP mixer
- Sales Forum
- **LinkedIn outreach weekly**


# My Funnel Sources Q1 (Virtual)

- ChannelNext Virtual Conferences
- **Guest Speaking on Webinars**
- CPSA Online Events
- Business Coaches
- CRM Partnerships
- **Virtual Coffee with my network**
- Social Engagement Online
- **Writing articles for local industry groups**
- News/PR & interviews
- Sales Forum Webinars (my own VIP events)
- **LinkedIn outreach daily**
- **Guest on a podcast**
- **Virtual sales meeting appearance for key accounts**

Saying you  
don't believe in  
social media is  
like saying you  
don't believe in  
the internet



ONLINE MARKETING  
ROCKS

 /garyvee

 @garyvee

@Garyvee





# The \$26 Billion Question....

Why did Microsoft buy  
LinkedIn?

## Social selling leaders get better results



Social selling leaders create **45%** more opportunities than peers with lower SSI.



Social selling leaders are **51%** more likely to reach quota.



**78%** of social sellers outsell peers who don't use social media.

*“Social selling is taking out the pitching component of sales. You’re creating conversations about your product and services which organically can produce sales conversations.”*

— **Paul Sowada, SSI 89 | Market Development Manager, Binocular**

# Summary

- Live in the A Zone
- Implement a process that will help to be a 70/30 communicator all of the time
- Focus on what has to happen next to deepen key relationships
- Be a multiple relationship manager
- Consistently develop your business acumen
- Frequency + Value = Mindshare
- Mindshare = Walletshare