

carpedia 
consulting



***Turbo Charge* your Sales Process**

The Typical B2B Sales Process

The Typical B2B Sales Process

Lead
Identification

Research
Customer

Classification

Targeting

Qualification

The
Golden
Hour

RCS Selling
Process

- Register -
Customer
Relationship

Connecting

Positioning

Exploring

Projecting

Presenting

Negotiating

Concluding

Current Issues: Getting into the buying process late,
reduces your chances of conversion by **65%**

Current Issues: Responding to RFP's where you
were not involved at the outset, reduces your
chances of closing a deal by **85%**

Current Issues: What tools do you use to predict
"HIGH PURCHASE PROBABILITY"? – What tools do
you use to *TURBO CHARGE* your sales process?

We've all heard the adage that you can't continue to do the same thing and expect to get different results.

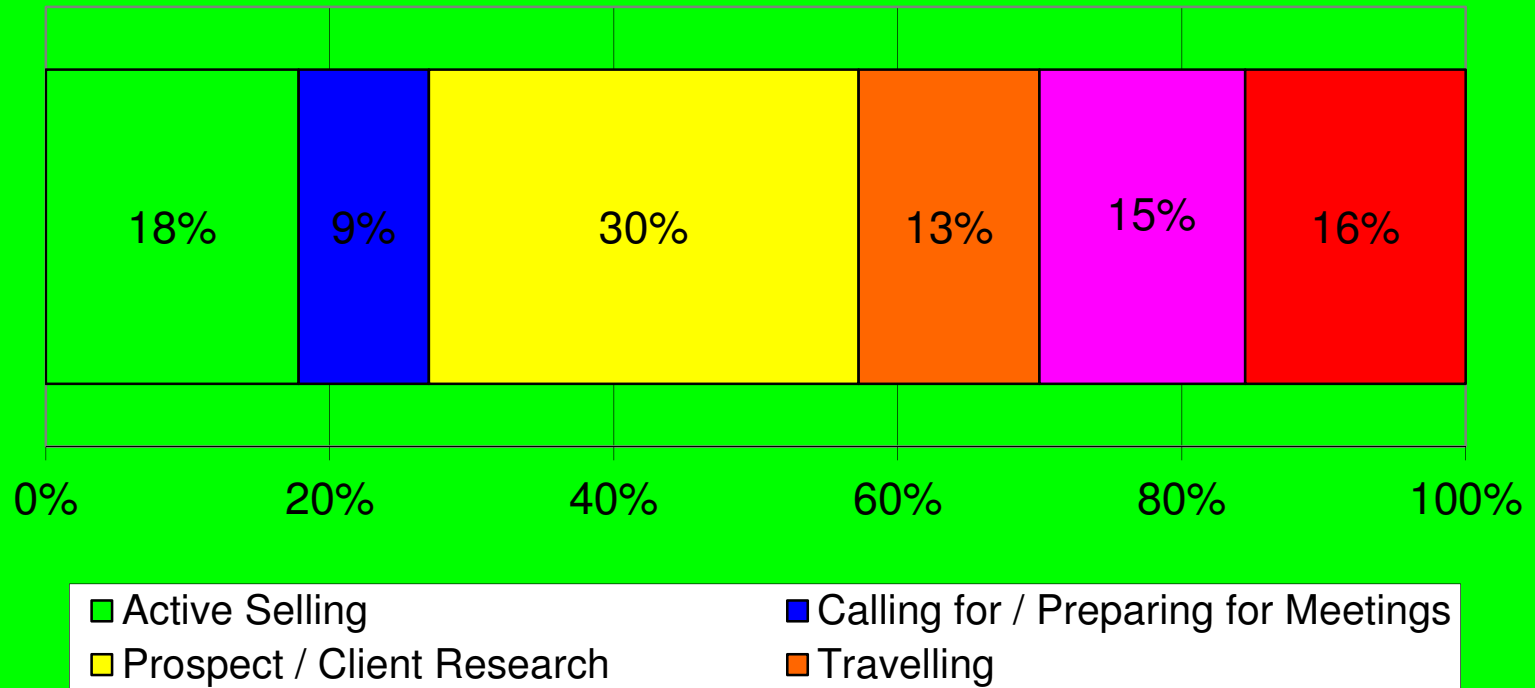
This also holds true in the sales profession. If you want to *turbo-charge* your sales process, you will have to do something different than what you're doing today.

Carpedia's Market Mapping Solution is a methodology that identifies *HIGH PROBABILITY* target opportunities

Turbo Charging your sales process ensures that your sales people are talking
- *the right solution* - - *to the right customer* - - *at the right time* -

The Day in the Life Activity Study

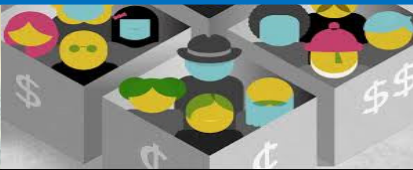
Sales Executive Day in the Life Productivity Study



We have done many activity studies that clearly reveal numerous *Turbo Charging* opportunities

In one instance we reduced a professional services company's "Client Research Process" to by 16 hours!

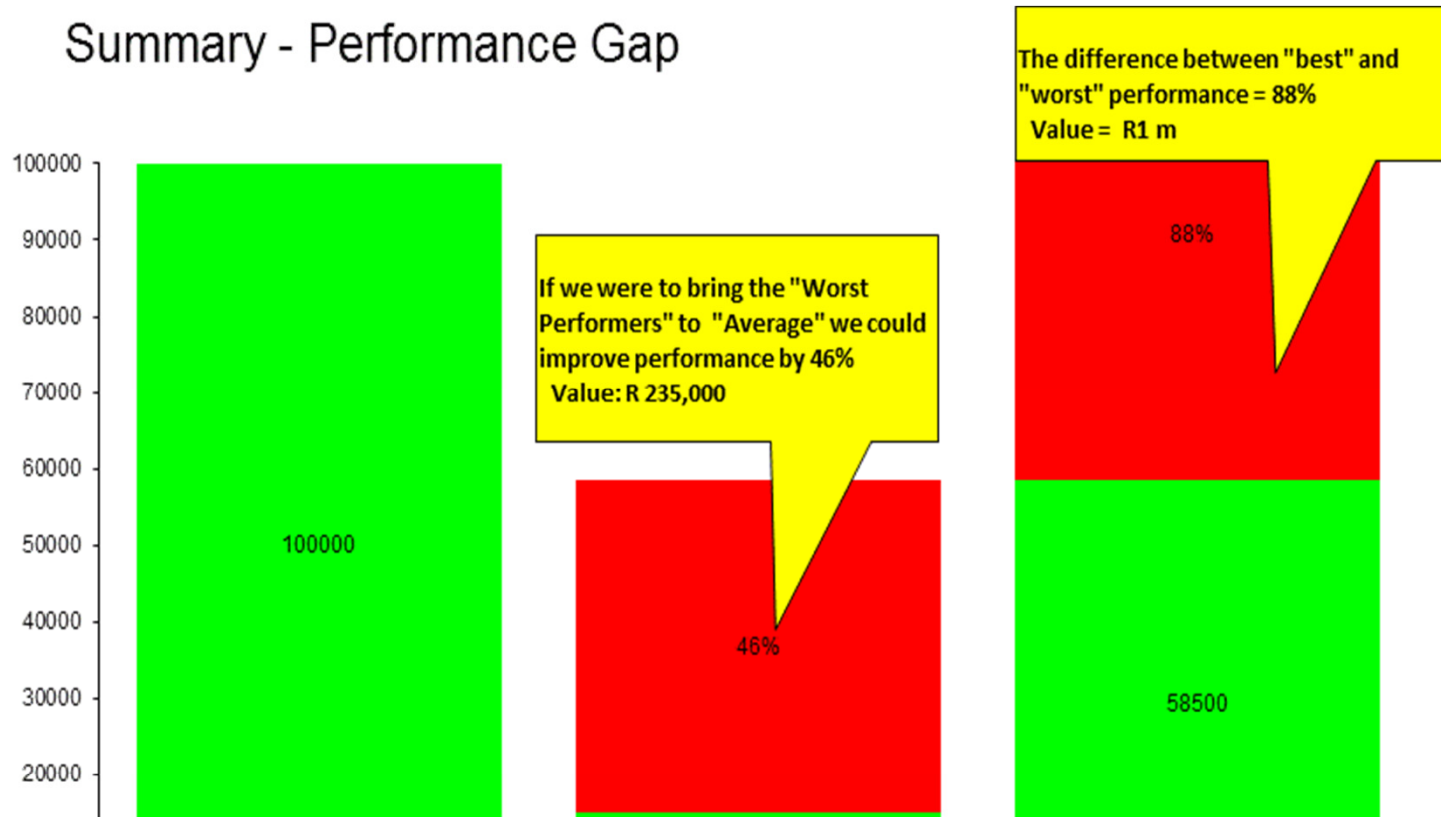
The Carpedia Market Mapping Process

Demand Drivers	High Probability Segments	Value Drivers	Positioning
			
What drives the demand for your prod./service in the market ?	Which segments in the market will have a high need for your product ?	What drives value for companies in these segments?	Wat are the relevant positioning statements that will resonate in these segments?
Target Accounts	Target Assignment	Prioritize Target Accounts	Start Conversion Process
			
How can we identify target accounts in these Segments?	How do we effectively assign these target accounts?	On what basis do we prioritize the target Accounts?	How do we Adapt our sales conversion process to maximize conversion of Priority Accounts

The Revenue Eco-System



The Sales Team Performance GAP Analysis



We have done many "Sales Team Performance GAP Analysis" and found a significant GAP between "Best" and "Worst" performers

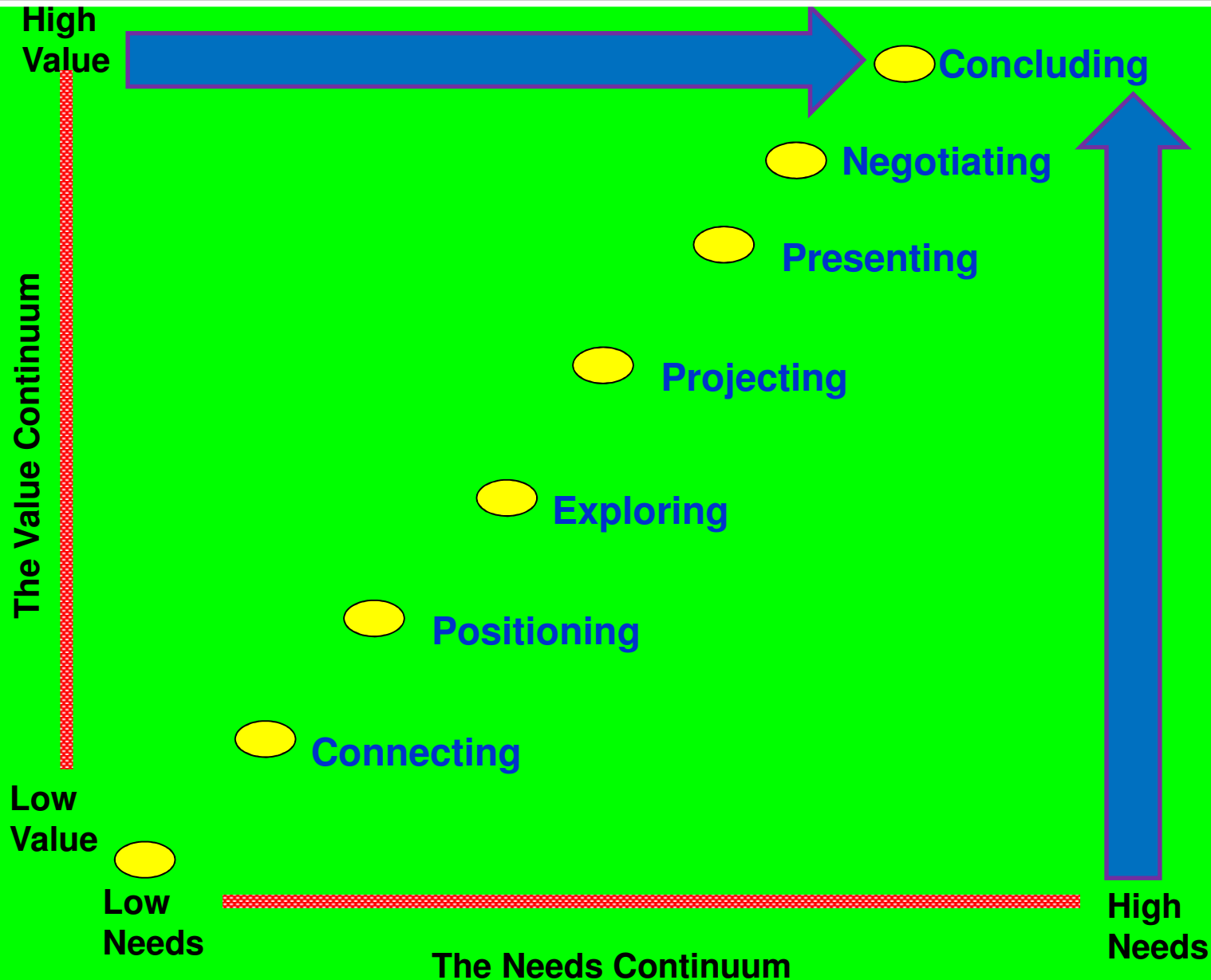
We also found that if we could improve the worst performers to simply perform to the "average" it was possible to improve the overall Sales Team Performance by 46%

Provide your sales team with the Processes, a System or Sales Methodology and the Selling Skills to perform

Market Mapping will ensure that sales people "fish in the right waters"

The “Golden Hour” Conversion Process

Relationship Centered Selling

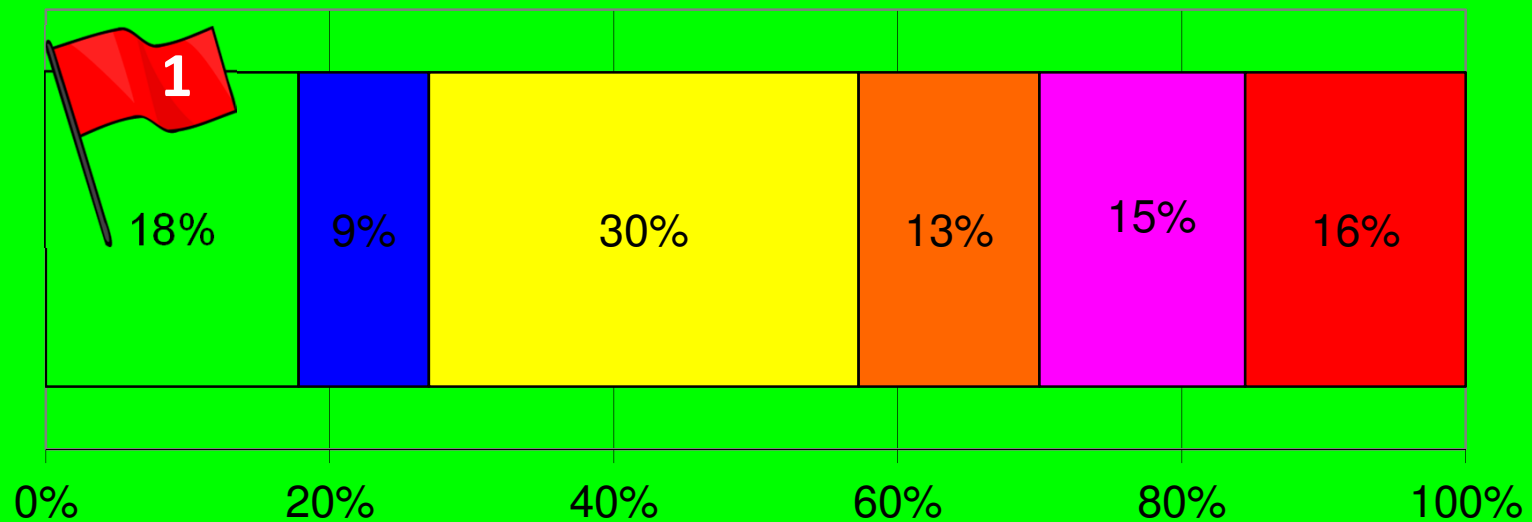




Fresh ideas...
***Turbo Charge Sales through the
Process***

TURBO
CHARGE

Sales Executive Day in the Life Productivity Study



A jump in the time spent selling from 18% to 25% is an increase of just on 30%
All things being equal – your revenue should reflect the same increase.

However, ALL THINGS ARE NOT EQUAL – Spending more time selling to the right people at the right time , will allow you to experience even greater success!

Turbo Charge your sales process by focusing on High Productivity Activities

Use the “EXTEME PRODUCTIVITY IN SALES” Workshop to Turbo Charge productivity

The Carperia Market Mapping Process

Demand Drivers

High Probability
Segments

Value Drivers

Positioning

The Market Mapping Process allows you to access the market focusing on *HIGH PROBABILITY OPPORTUNITIES* and *TRIGGER EVENTS* –

Using the Market Mapping process allows you to direct your sales people to be talking to the right people, about the right solutions, at the right time

Combining *HIGH PROBABILITIES* with *TRIGGER EVENTS* stimulates buying motivation and gets your sales people talking to prospects who are 10x more likely to buy

Target Accounts

Target
Assignment

Prioritize
Target Accounts

Start Conversion
Process

Example of a Trigger Event:

- The prospect company operates in field marketing
- Their business is expanding
- They need excellent communications platforms to execute their services well
- They just recently appointed a new CIO

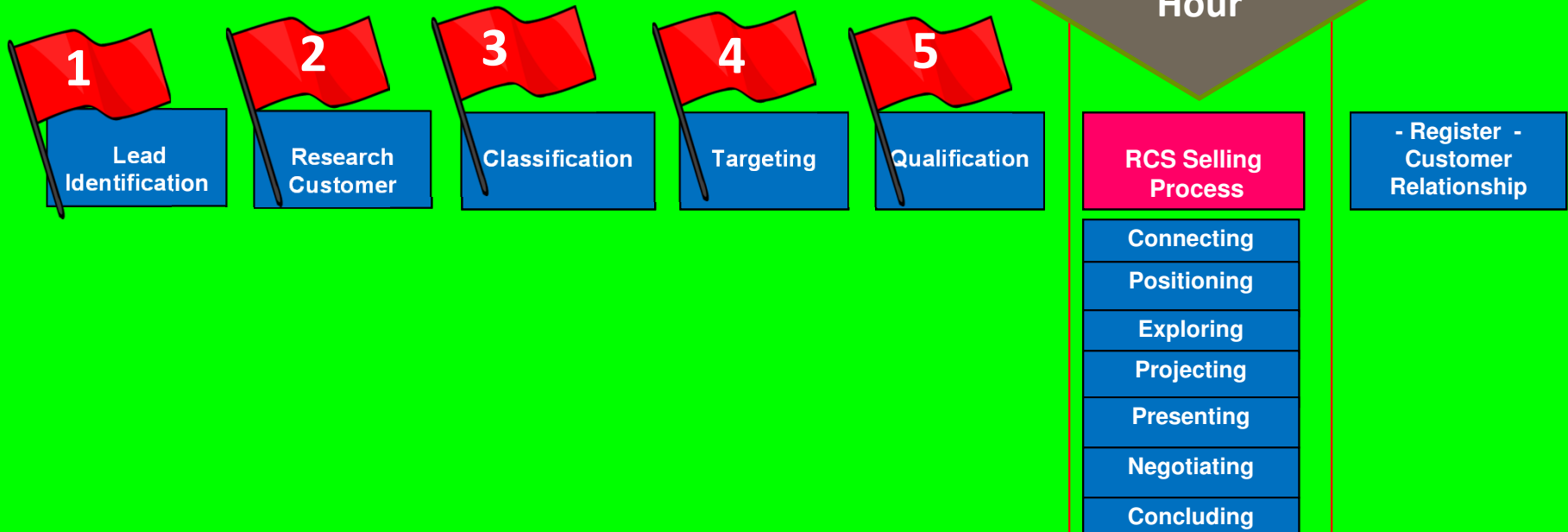
accounts in these
Segments?

accounts?

Accounts?

process to
maximize conversion
of Priority Accounts

The Typical B2B Sales Process



Turbo Charge your Sales Process

1.0 HIGH PROBABILITY leads gets your sales people talking to prospects that matter

2.0 Efficient research focusing on **EVENT TRIGGERS** get's your sales people identifying prospects in “ high change “ environments

3.0 Classify HIGH QUALITY PROPSPECTS - gets your sales people talking to prospects who can spend

4.0 Target Prospects – WHEN THE TIMING IS RIGHT TO BUY (Atmosphere for change is high)

The Revenue Eco-System



Turbo Charge Revenue Generating Processes

Acquisition: Use Market Mapping to Optimize Opportunities – Target +20 % acquisition

Retention : Some companies can loose up to 25% of the customer base within a year – Target a net gain of 5%

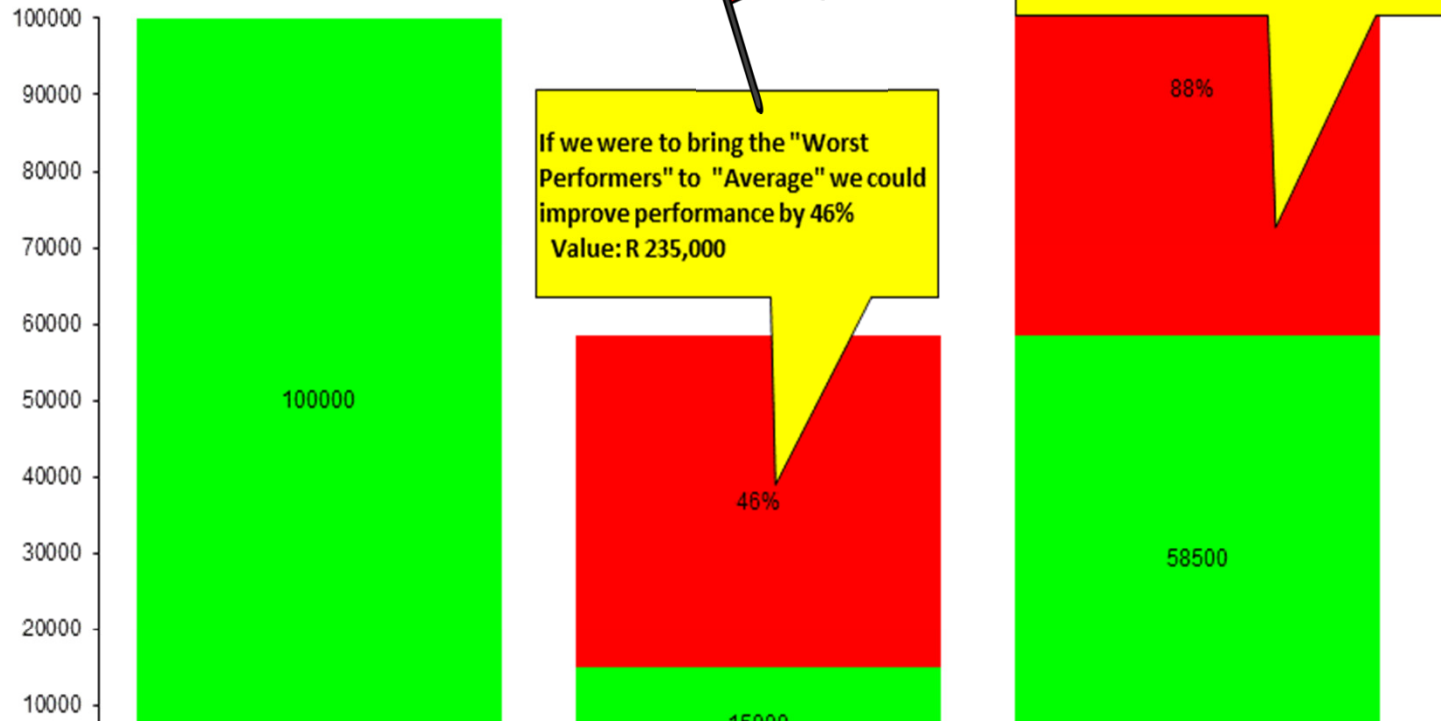
Penetration: It's 10 x less costly to sell another product to an existing customer

Trigger Events highlight opportunities – Target x selling of +15%



**Force Rank
&
Segment your
Sales Team**

Summary - Performance Gap



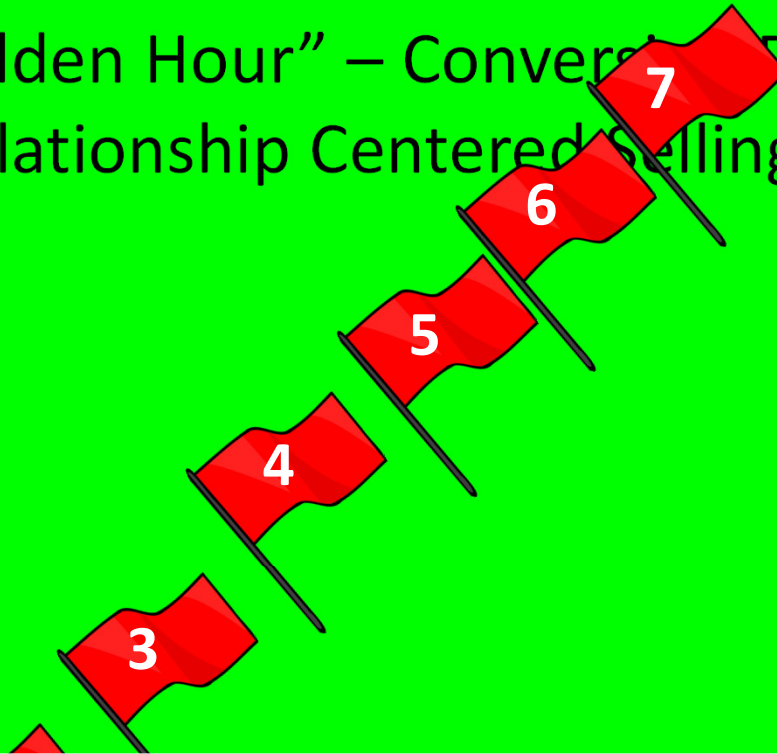
Turbo Charge “Sales Team Performance Analysis”

**Devise a strategy to bring “Worst Performers” up to “Average”
You could Turbo Charge Sales Performance by up to 50%**

Use the Sales Team Assessment Grid to Segment your Sales Team Members

Use the SUCCESS MATRIX to Turbo Charge –Attitude – Behaviours - Skills

The “Golden Hour” – Conversion Process Relationship Centered Selling



Turbo Charge the Golden Hour

Connecting – with high potential prospects – at the right time – when they are ready to buy

Positioning – relevant value proposition delivery – aligned to needs sets

Exploring – uncover hidden needs – Confirm all the needs sets

Project – solving the whole problem – go wide & deep - expand the boundaries of the sale

Presenting – Get all the decision makers & influencers to say “Yes!” Use “The Psychology of Persuasion”

Negotiating – Protect the value – (margin) Negotiate to WIN

Concluding – Cover all the bases -



***Turbo Charge Sales through the
Process
Summarizing ...***

***TURBO
CHARGE***

Turbo Charge your Sales Process

AST = Actual Selling Time + 25% Implement “EXTREME SALES PRODUCTIVITY”

Focus- Implement “**MARKET MAPPING**”- ID High Potential Opportunities by understanding **DEMAND** and **VALUE DRIVERS**

Improve timing with “**TRIGGER EVENTS**” – talk to high potentials - when the timing is right – “***YOUR TIMING COULDN'T BE BETTER***”

High **PROBABILITY** Leads – The leads with high **USER PROPENSITY**

Research **EVENT TRIGGERS** – What has **CHANGED** to **DRIVE DEMAND**

High **QUALITY** Prospects – Prospects who can **AFFORD** to buy

EVENT TRIGGERS – when the **ATMOSPHERE FOR CHANGE** is high

QUALIFY Prospects – **HIGH RECEPTIVITY** to buy - Align your **VALUE PROPOSITION** to address their possible needs

Acquisition – Retention – Penetration Develop discreet strategies

SALES TEAM PERFORMANCE Get “Worst” up to “Average” Manage Sales Team Performance using the “**SALES TEAM ASSESSMENT GRID**”

Turbo Charge your Sales Process

Focus on **Attitude – Behaviour – Skills** – with “**THE SUCCESS MATRIX**”

CONNECTING with High Probability Prospects – “**10 SKILLS of EFFECTIVE CONNECTING**”

POSITIONING with relevant value propositioning – “**DEVELOP RELEVANT – HIGH RESONANCE VALUE PROPOSITIONS**”

EXPLORING by uncovering hidden needs – “**Using HIGH GAIN questions to get to the needs that are below the surface**”

PROJECTING by expanding the width and depth of the sale – “ 3 Ways of ensuring

PRESENTING by using “**EFFECTIVE PRESENTATIONS**” methodology

NEGOTIATING by using “**THE NEGOTIATION MATRIX**” to help navigate complex negotiations

CONCLUDING the deal by making sure all the bases are covered

Implement **CRM SOLUTIONS** to automate **INTERACTIONS – RELATIONSHIP CONTINUITY – CUSTOMISATION – VALUE EXTRACTION**

SALES MANAGEMENT - Use “**The Science of Managing Successful Sales Performance**” program to catapult your team into a different stratosphere

Workshops for Turbo Charging your Sales Process

- Market Mapping – B2B -a highly effective methodology for accessing the market
- Extreme Productivity in Sales –
- Relationship Centered Selling – The Golden Hour Conversion Process
- The Science of Managing Sales Performance
- Sales Leadership Behaviours that Count
- Strategic Account Management (FMCG & B2B)
- Opportunity Management
- Effective Presentations
- The Sales Success Matrix – Impact Attitude – Behaviour - Skills
- Winning Negotiating
- Pricing Based on Perceived Value
- The Innovation Paradox
- Sales Coaching – The Essential Skills
- Sales Process Mapping & Analysis
- Using a CRM Initiative to Drive Sales Growth



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