



Pavilion
Paloosa

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**A Secret Formula for
Creating High
Quality Opportunities**

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A Secret Formula for Creating High Quality Opportunities

- ➔ Challenges in selling today
- ➔ The secret formula
- ➔ To do list

Challenges in selling today

Why do customers buy?

To innovate

To solve an operational problem

To gain competitive advantage

How do customers buy?

Inventorying and analyzing all the best options...



Subconscious de-risking



***Buying* is more challenging than ever**

Customers are ***stuck!***

- Drowning in information
- More worried about *messing up* than *missing out*
- Fear choosing the wrong option
- Concerned they haven't done sufficient homework
- Fear not getting what they're paying for
- Buying process more complex with more stakeholders, larger buying committees
- Products/services/environments more complex
- More competitors/choices/alternatives available
- Higher risk of action versus BAU – customers stuck in “good enough!”



***Selling* is more challenging than ever**

When sales people held the information advantage, it was ***caveat emptor*** ... now it's ***caveat venditor***!

56% of opportunities are lost to *indecision* – inability to determine ROI, lack of information, outcome uncertainty

Too much information **slashes** win rates by two thirds!

Customers need fact-based recommendations – win rates **triple** when reps provide *proactive guidance*

Sales cycle are lengthening
while close rates are dropping



A day in the life

***Lee, I made over
a hundred calls
last week...***

- Coaching client



The Secret Formula



Do less with less

What do enterprise customers *need*?



Enterprise customers need *guidance*

Sometimes they have visibility on opportunities to innovate or to build competitive advantage

Sometimes they are in search of a solution to solve an operational issue

They *always* need help identifying the path to moving forward, how to conduct a thorough bake-off or evaluation, how to make decisions, weigh alternatives, serve multiple internal stakeholders, what to expect (the trough of despair, change management)

They have never done this before

They need trusted advisors and pattern matchers!



People buy from people

“People buy from people that they know, like, and trust”

– Bob Burq

“If people like you they’ll listen to you, but if they trust you they’ll do business with you”

– Zig Ziglar

“People do not buy goods and services. They buy relations, stories and magic”

– Seth Godin

“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe”

– Simon Sinek

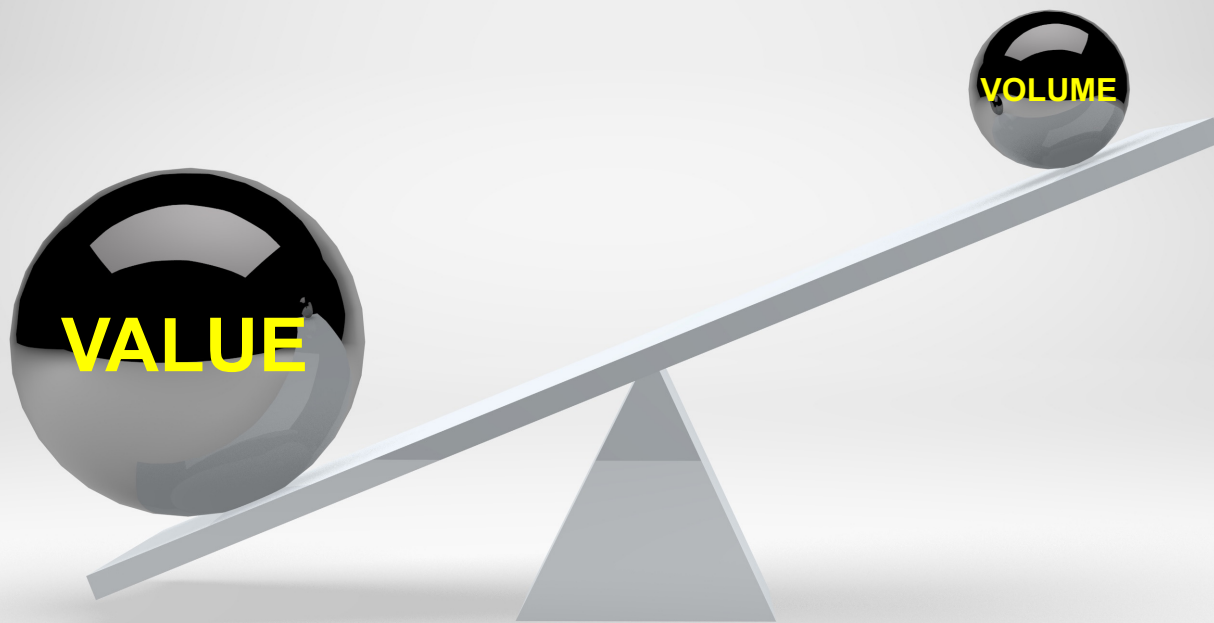
What are we doing to enable that relationship building?

It **is about** engaging with customers throughout their lifetimes



Changing the approach





Three step process



Prepare – company and stakeholder profile

Company research

- 10K, 10Q, annual report, earnings calls, company website, Glassdoor, job postings,



Stakeholders and influencers

- LinkedIn, blogs, podcasts, Youtube
- Referrals given/received

Prepare – Value hypotheses

**Business
Problem**

**Financial
Impact**

**Stake
holders**

Solution

Hypothesis validation

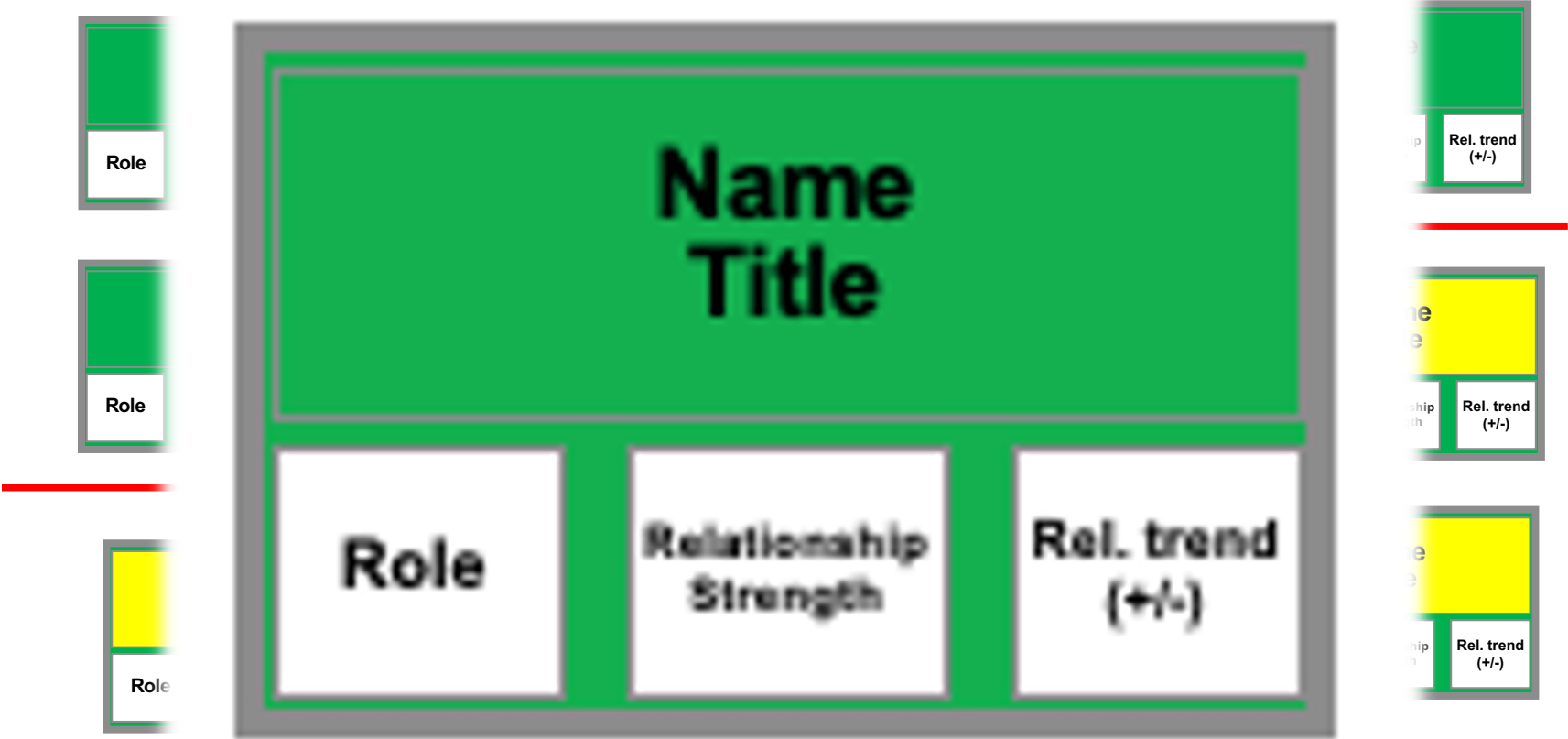
Discovery

What is the value to the *customer* in engaging in collaborative discovery?

Prepare – Company SWOT analysis



Prepare – Relationship Map



Engage

Connect via

- Dimensional direct mail and messages that **add value**
- Referrals, connections, shared interests



Listen

- Share hypotheses, listen for response, fit, pivot
- Empathize – what is this person up to? What are their organizational and individual goals? What is a win for them?

Share

- What have you learned from other customers?
- What pitfalls are they facing?
- ***What don't they know that they don't know?***

Refine – improve process incrementally

Use learnings to

- Improve preparation process
- Refine ICP & messaging
- identify need for new sales enablement processes
- Provide feedback to engineering – Voice of the Customer input
- Inform related parts of the organization so that they better understand selling and go to market realities



TO DO LIST

- Build a value selling culture
- Implement a value hypothesis methodology
- Focus on improving *conversion* rates
- Document customer value attainment
- Elevate your sales people

Oh...and ask Lee for advice and help!

Let's Connect

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