



Selling to Crazy-Busy People

- 8:30 – 9:30 Changing Sales Environment
- What's happening in corporations
 - Impact on decision-maker's thinking
 - Exercise: The Crazy-Busy Prospect
 - SNAP Factors overview
- 9:30 – 10:30 Buyer Immersion Exercise
- Identify 3 primary decision makers
 - In-depth understanding of roles, objectives, strategies, initiatives
 - Analysis of change drivers/inhibitors
 - Presentations: In Your Customer's Head
- 10:30 – 10:45 Break
- 10:45 – 11:15 Buyers Immersion (continued)
- 11:15 – 12:00 Value Propositions
- Review case studies &/or customer interviews
 - Small group: Identify compelling value propositions for targeted buyers
- 12:00 – 1:00 Lunch
- 1:00 – 1:30 Trigger Events
- Identify "changes" that create potential opportunities
 - Small group: Determine best ways to gather this information
- 1:30 – 2:30 Connecting via Phone
- Effective phone message format
 - Individual exercise: Write, test and improve message to targeted accounts
 - Talking to the decision maker and/or assistant
- 2:30 – 2:45 Break
- 2:45 – 3:45 Connecting via Email
- Effective email message format
 - Individual exercise: write, test and improve email to targeted account
- 3:45 – 4:30 Account Entry Campaigns
- Mapping out a multi-touch campaign
 - Leveraging corporate resources

PREWORK

The following suggestions are made to ensure you get the maximum impact from your company's workshop with Jill Konrath:

- **Read:** It's strongly recommended that everyone read SNAP Selling prior to the session. This enables us to work at a higher level during our time together.
- **Interview:** If your value proposition needs work, it's recommended that each seller conduct at least ONE phone interview with a fairly new customer (less than one year) to explore the business value realized since the transition.
- **Research:** Each salesperson should identify ONE account they would like to land as a customer in the upcoming months. They should research this company and their website to learn as much about them as they can.

During the training program, they will write email messages, prepare phone messages and draft meeting plans for use in reaching their targeted account. This is what makes this session so valuable. They're actually working on their own business opportunities.

POST WORKSHOP

- **Follow-Up Teleseminar:** We'll schedule one one-hour teleseminar approximately 2-3 weeks after the session to ensure your sellers use the new strategies effectively. (included)
- **On-going Work:** To keep the momentum going, it's good to:
 - Have each seller develop their own Top 10 Targeted Account list that will be used frequently as a key discussion topic between sales leadership & rep.
 - Dedicate a portion of regular conference calls with sales team to discussion of account entry strategies – what's working and challenges. Gain insights from other sellers.
 - Create a sales portal on website to include the following for each position: Buyer's Matrix, value proposition, effective email and phone mail messages.
 - Highlight successes & spread the word.

Sellers today must learn new skills in order to strengthen their pipeline and win net new business. Doing the same-old, same-old only ensures that they fall further and further behind.