

GENERATE LEADS
CLOSE DEALS

GENERATING LEADS, CLOSING DEALS AN INTEGRATED APPROACH

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**GENERATE LEADS
CLOSE DEALS**



- What We See
- What We Are Doing About It

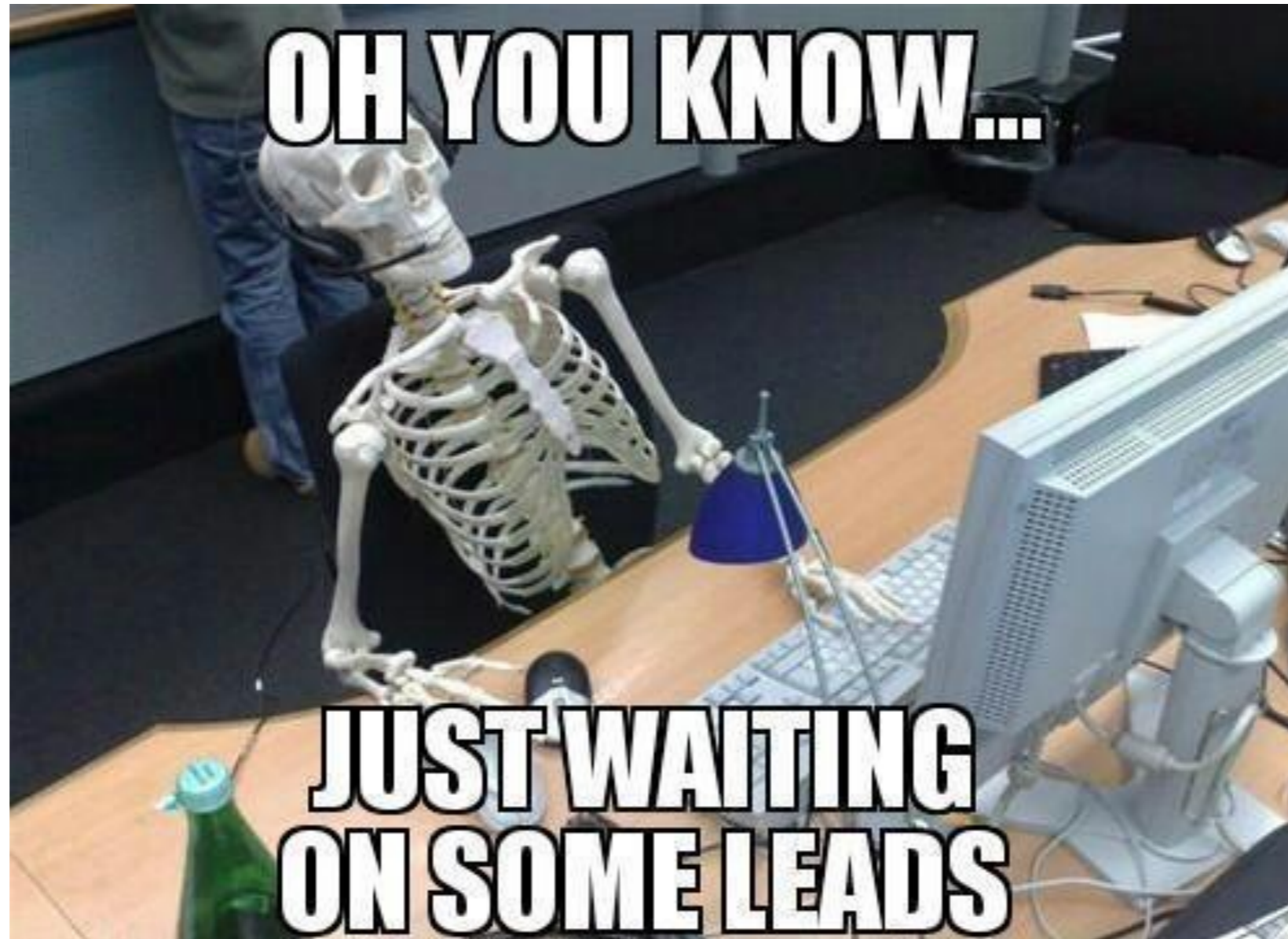
**GENERATE LEADS
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SO WHAT ABOUT YOU?

- Are you B2B, B2C?
- Involved in complex sales?
- How would you rate your sales skills?
- What about marketing skills?
- Any specific pressing issues?

**GENERATE LEADS
CLOSE DEALS**

MARKETING DISCONNECT



**GENERATE LEADS
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SALES DISCONNECT



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COMMON PROBLEMS WE SEE

1. Marketing and Sales fragmented
2. No clear focus and understanding of purpose or value
3. Lack of a concerted and consistent approach to managing the marketing and sales pipeline
4. Lack of understanding of how to reach your customer
5. Don't know what to say and how to say it
6. Scared of the emotional stuff, including asking for the sale

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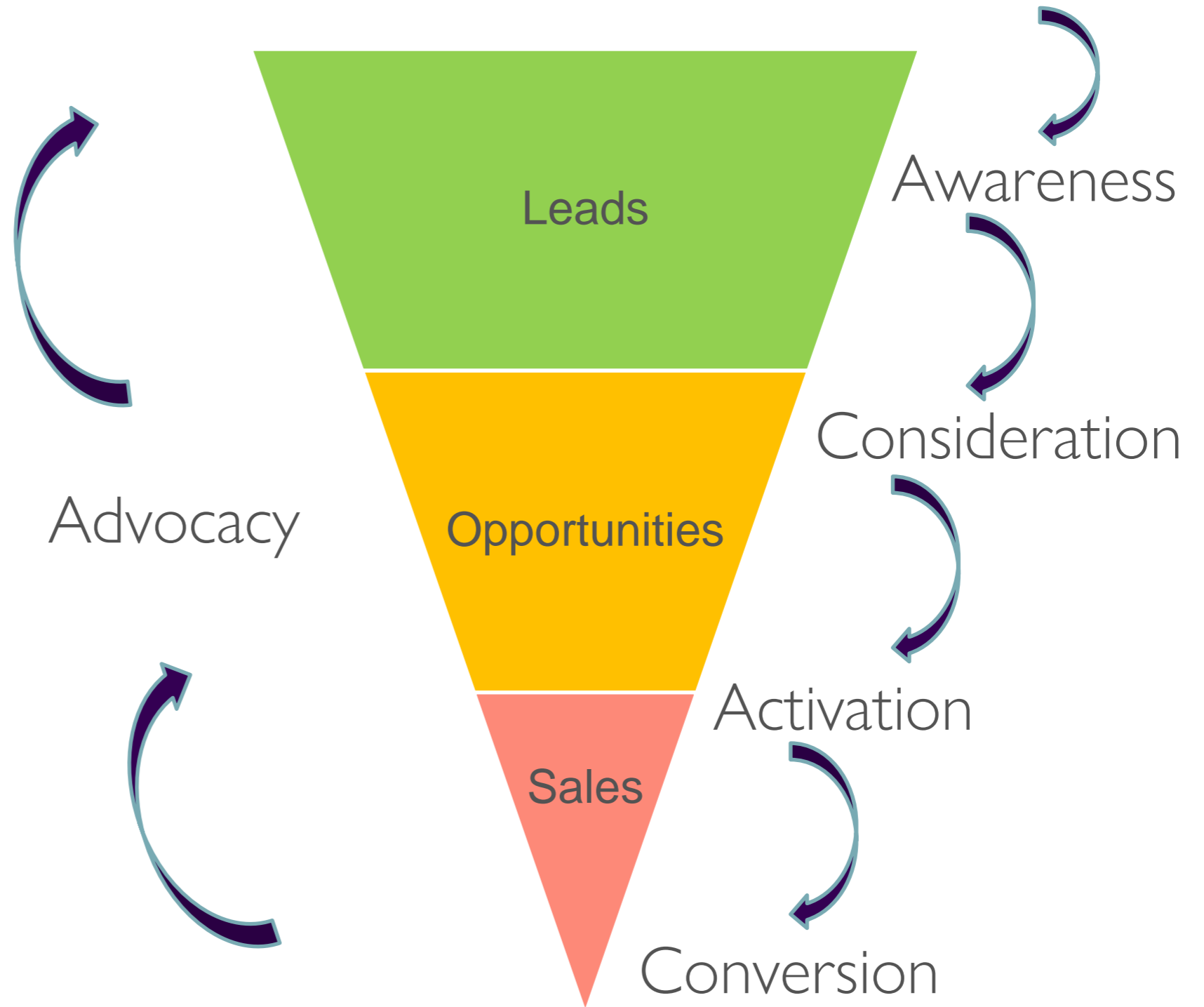
SALES = MARKETING + SALES

Marketing

&

Sales

Funnel



**GENERATE LEADS
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YOU NEED TO DO BOTH

67%

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SALES & MARKETING FRAMEWORK

1. It starts with PURPOSE
2. What is our VALUE to our CUSTOMER?
3. WHERE should we COMMUNICATE?
4. What MESSAGE should we DELIVER?
5. EMOTIONS before Logic
6. MANAGE the Chaos
7. FINISH the Job

**GENERATE LEADS
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1. IT STARTS WITH PURPOSE



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2. WHAT IS OUR VALUE TO OUR CUSTOMER?

- What **product or service** is our company selling?
- Who is our **target customer** for this product or service?
- What is the **end-benefit** of using it?
- What makes our offering **unique and different**?

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3. COMMUNICATE VIA THE RIGHT CHANNEL(S)

- You can't be everywhere at once
- Free vs paid
- Fulfilling demand vs creating demand
- What suits your personality?

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4. DELIVER THE RIGHT MESSAGE

- It starts with the 'why' and value proposition
- Focus on benefits, use features to reinforce
- Tailor your message to the platform
- People don't care about you - they care about their problem

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5. EMOTIONS BEFORE LOGIC



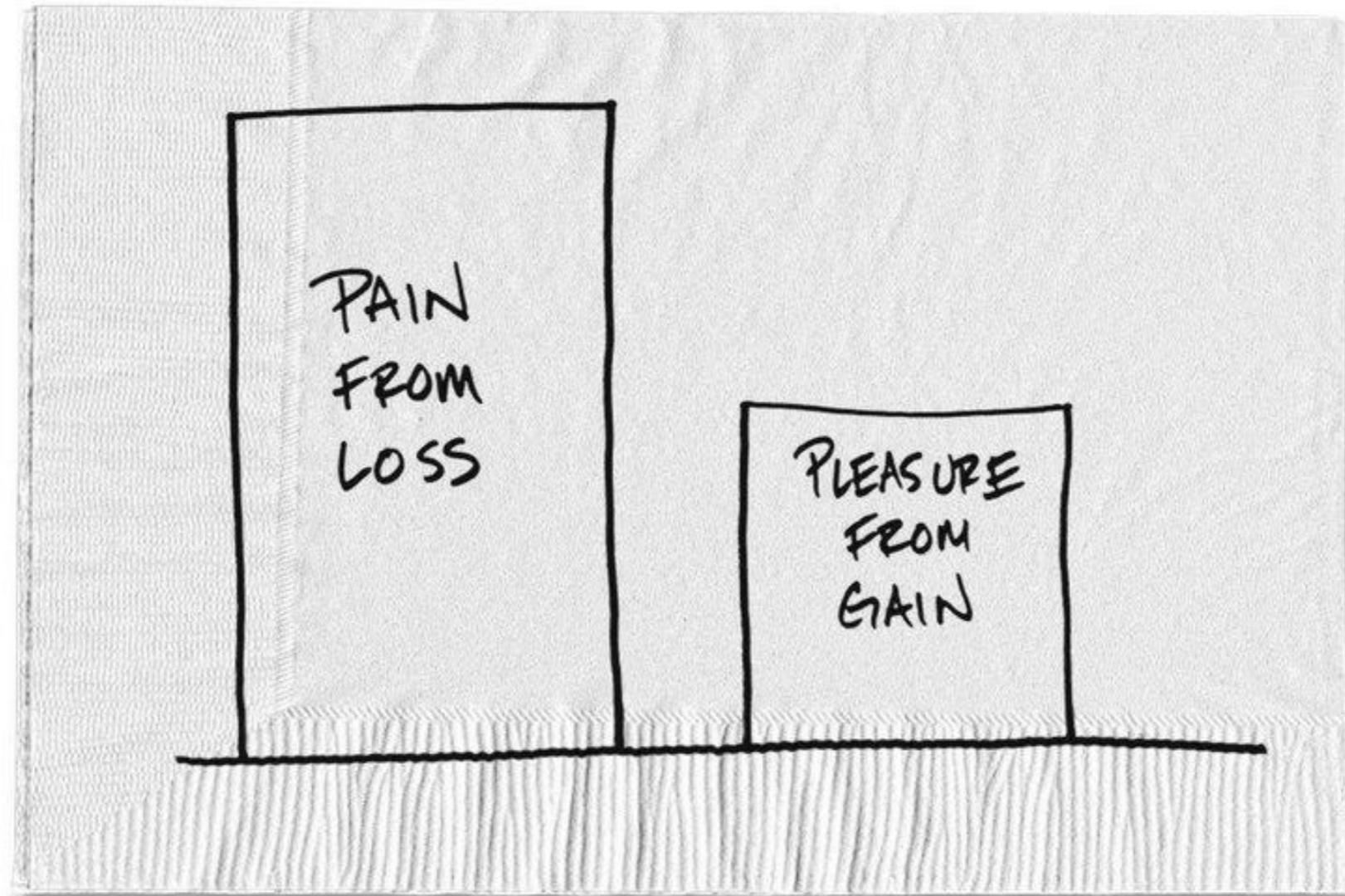
Human beings are not creatures of logic; we are creatures of emotion. And we do not care what's true. We care how it feels.

— *Will Smith* —

AZ QUOTES

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FEEL THEIR PAIN



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6. MANAGE THE CHAOS

1. Lead

2. Prospect

3. Opportunity

4. Proposal

5. Close
the deal

6. The
Living
Dead

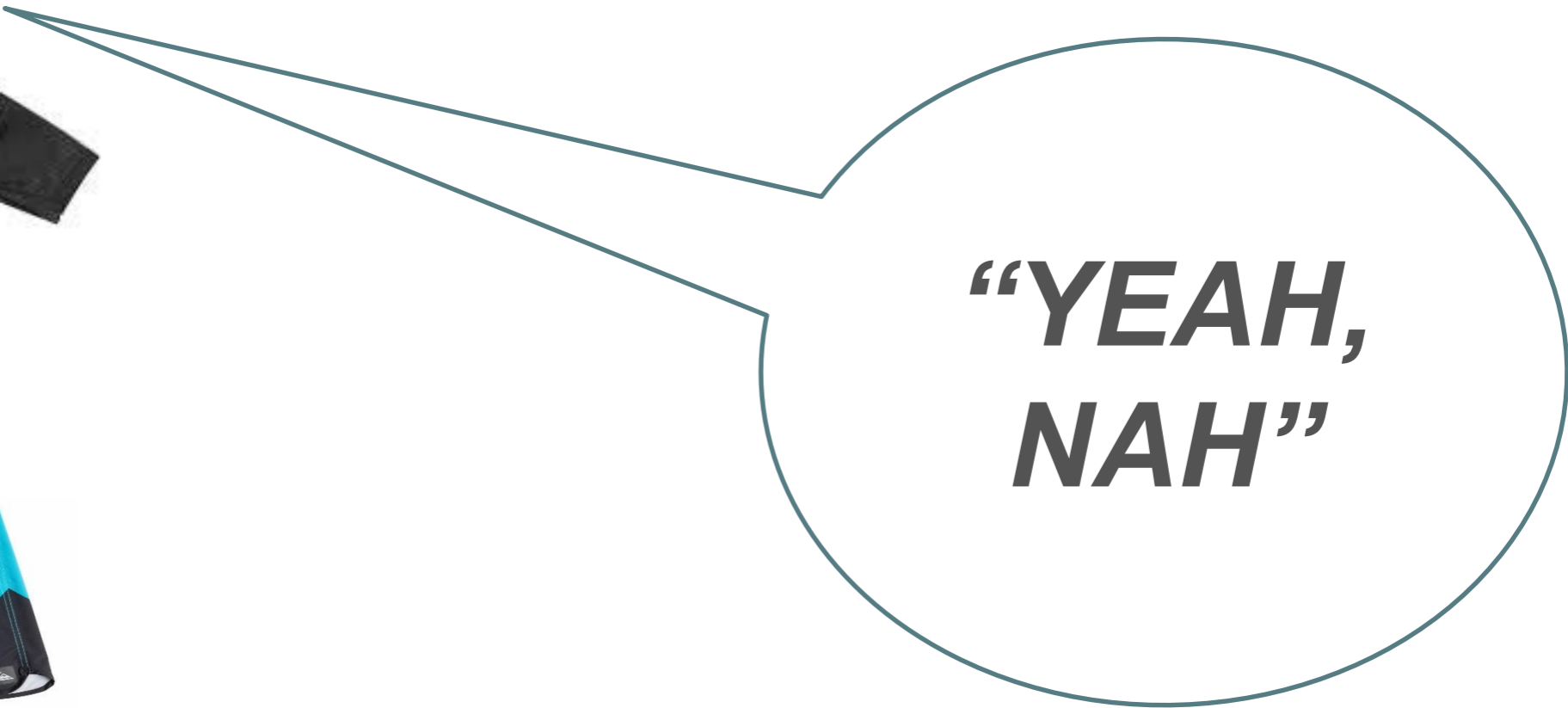
DISCIPLINE
is the bridge
between goals and
ACCOMPLISHMENT

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7. FINISH THE JOB

- MAYBE IS THE ENEMY
- DON'T BE AN AMATEUR
- LOVE THEM OR SOMEONE ELSE WILL

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YEAH,

NAH.

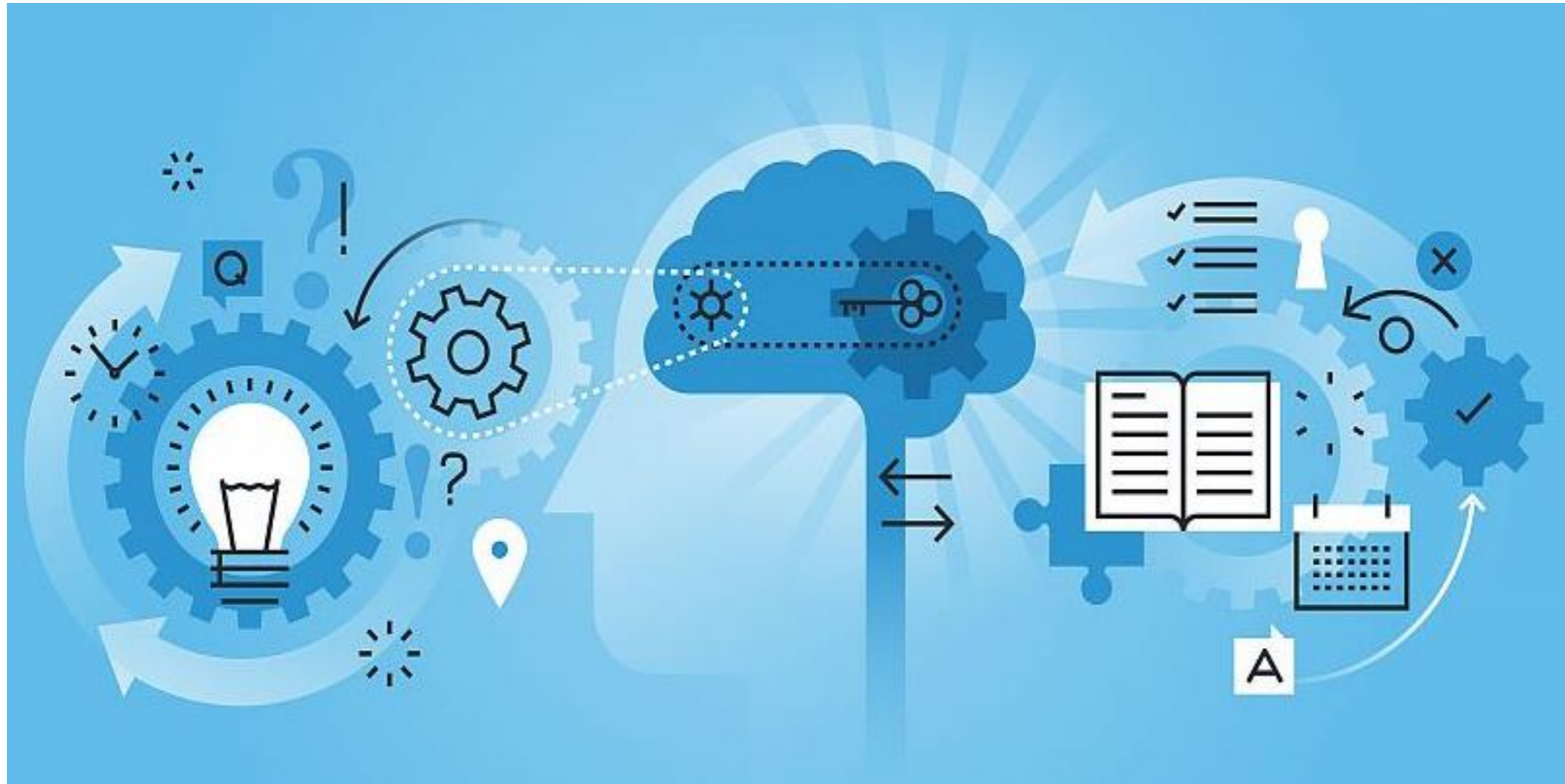
**GENERATE LEADS
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MAYBE IS THE ENEMY



**GENERATE LEADS
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DON'T BE AN AMATEUR WITH LARGE ORGANISATIONS



**GENERATE LEADS
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LOVE THEM
(OR SOMEONE ELSE WILL)

ACCOUNT
MANAGEMENT

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SUMMARY

1. It starts with PURPOSE	Why, Problems, Outcomes
2. What is our VALUE to our CUSTOMER?	Product/Service, Customers, End Benefit, Point of Difference
3. WHERE should we COMMUNICATE?	Start somewhere, free vs paid, fulfil vs create Demand, Play to my Personality
4. What MESSAGE should we DELIVER?	Purpose & Value Proposition, Benefits, Tailoring, Its about Them & not us
5. EMOTIONS before Logic	Solve Emotional drivers first, backup and de risk with Logic second, Pain over pleasure
6. MANAGE the Chaos	Manage the Pipeline, Apply some Discipline
7. FINISH the Job	Ask for the Yes & work with a No, prepare for Complexity, Show Love to existing customers

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GET OUT OF YOUR COMFORT ZONE



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THANKS

- QUESTIONNAIRE
- CHECKLIST
- HOW WE WORK

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