naturaltraining

do-it-yourself
training series

free sales resource

DIY: B.I.T.E sales tool – deeper customer engagement

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why read this article?

This is the first in a series from Natural Training in which we give you some of our winning training ideas. This one is BITE - a sales tool that will help you and your team achieve wider and deeper customer relationships.

This tool is particularly useful if you think that your whole client relationship or sales drive revolves around one particular buyer. What happens if that individual leaves? Does this put the entire account in jeopardy?

BITE ensures that your ties are strengthened between you and the client.   BITE gives you more contact options too. For example, if your normal contact is on holiday, you can keep the account alive and moving forward with BITE.

We often use BITE in our training – especially the workshop tool at the end. We use it to help expand the sphere of influence that sales and customer service people have with existing or potential clients. We always use real clients to populate the fields. And you can too – try it at your next sales meeting and let us know how you got on by emailing me at matt.drought@naturaltraining.com

Kind Regards,

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B.I.T.E.

ADD MORE BITE TO YOUR SELLING EFFORTS!

DO-IT-YOURSELF NATURAL TRAINING: ARTICLE PLUS MAPPING TOOL

BENEFITS of using this article & sales tool

- Focus your time on the people who can influence the decision the most
- Sharpen your visibility in light of bigger deals
- Appreciate that different decision makers have different commercial priorities & motivations in making the same decision
- Give yourself every best chance of closing the deal by doing the right things each step of the way
- Increase sales revenue from your existing client database: probe wider and deeper into accounts

INTRODUCTION

For every sales opportunity to be successfully closed a decision to buy needs to be made by the client. At times this decision may involve only one person, like when buying a coffee. In the case of more expensive products, like a global IT solution, many people will be involved like the CEO, the Head of IT and the Heads of Department. Within sales that involves many decision makers, it is your role to map out these decision makers to give yourself the best chance of success.

BITE WORKS in 7 very simple steps

1. DEFINE your USO (Unique Selling Opportunity)

What you want to sell the prospect, how much will they pay for it and when will they buy it.
An example of a USO is: "*We will sell PWC a Business Development Programme for partners across the business that involves 3 group workshops and 2 coaching sessions by the end of this month and this will be worth £30,000 to us*".

2. MAP OUT their levels of influence in the decision (B.I.T.E.)

Who are the stakeholders involved in the decision?

1. **Buyer** (has the ultimate veto in the decision to buy) - for every decision to buy there is only ever one person with the ultimate veto. In our example, the buyer will be the Managing Partner.

2. **Influencers** are people within the prospect or client organisation who will go out of their way to ensure that their organisation buys from us. Our job as sales people is to ensure that we convert every person we meet into one of our influencers who will go out of their way to support us.

3. **Technical Assessors** (these are the people who evaluate the technical merits of a solution). There may be several technical assessors in each decision. In our example, the technical assessors will be the HR Partner, the Business Development Partner and the Marketing Manager.

4. **End Users** are the people who will ultimately benefit from the solution or product being bought. In our example, these will be the partners across the business who will be attending the programme

3. What are their levels of INFLUENCE in the decision?

Once we have identified all the people involved we need to establish how much **weight** they actually carry in influencing the decision to buy. A general rule of thumb says that if you have the buyer converted into 1 of your influencers then your probability of success is high.

Yet, there are many examples I am sure you can think of when technical assessors went out of their way not to support you because you did not give them enough attention. So build as many relationships as you can, it pays in the long run! Plot each of these levels of influence in the **mapping tool** provided.

4. What are their levels of SUPPORT towards buying from you?

And what will I do to influence their support levels?

The name of the game is to turn the entire stakeholder community into your **influencers**. This requires you meeting with them, developing an appreciation of what matters to them both from a personal and business point of view and positioning yourself as someone who can help on all fronts. This involves taking an approach that tackles both corporate goals and personal wins.

Example - Technical Assessors

- Corporate goals - ensuring that the development programme meets its objectives, ensuring that the development programme incorporates cutting edge learning methodologies
- Personal wins - looking good in the eyes of the buyer, achieving stronger visibility in the organisation, made to feel as important as the buyer in the decision

5. Take ACTION!

Ensure that you meet with as many stakeholders as you can (predominantly the buyer and technical assessors) and convert them into influencers. If you would like some sales meeting tips, email hello@naturaltraining.com

6. Remove BARRIERS!

The most effective sales people have a wonderful way of clearing paths to make the buying decision simple for prospective clients. When you come across an obstacle, like someone who doesn't really like you, how can you best use your resource, (in your organisation and in theirs) to ensure that you can raise their levels of support?

7. Review and DRIVE the sale

BITE reviews should be happening constantly for all of your key clients and drive specific actions that will help you win the sale. Every review should finish with a list of specific actions that you will take to influence the sale!

PTO for BITE Mapping Tool

BITE MAPPING TOOL: 3 step training session

Training session:

1. Ask each member of your team to bring along to a 2 hour session the name of 1 client who they feel hasn't been buying the full depth and breadth of your products/services.

2. Lead a discussion with your team using one of their clients as an example to explore the extra possibilities that BITE can bring each account. Use a flipchart and grid similar to the below.

3. Ask everyone to come back to you in a week with their 5 top clients mapped out & acted on according to BITE.

• Who tends to buy? • How do they like to buy? • What do they enjoy from our relationship? • How can you get this person to buy more?	B_____________	I_____________	• Who is your best influencer internally? • How might you strengthen that relationship? • Can they help you make more introductions? • How can you get this person to buy more?
• Who is your technical resource? • How do we influence this person? • How do they appreciate their communication? • Can we collaborative with this person? How?	T_____________	E_____________	• Are you in touch with this important contact? • Can you move the person into Influencer? •How are they feeding back success to others? • What methods can you use to communicate?

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