



## Sound Bite

How do you get people interested in you when you only have 30 seconds? The key is to offer a sound bite not an elevator pitch. The sound bite should answer three questions:

1. Who are you?
2. What do you do?
3. What are you looking for?

After all, you need to know exactly what you want to achieve or no one can help you get there. The following will help you in delivering your sound bite with confidence.

Remember keep it short and sweet.

- Know exactly what you want to achieve
- Bullet point it
- Tell a story
- Avoid jargon
- Invite conversation
- Time yourself
- Practise



# Ideal Customer Profile

Until you clearly define your Ideal Customer Profile, you simply can't scale, rather you will keep tripping. Once you get clear on your ICP, you can leverage that understanding in everything from the pains/pleasure faced, the value of the product or services you create, to the words you use and the emotion you invoke or tap into in your marketing, and watch as your growth trajectory takes off. The baseline to define the ICP is based on:

1. Ready
  - a. Have a problem they need solved.
  - b. Aware they have the problem.
  - c. Urgency to resolve the problem.
2. Willing
  - a. Are ready to solve that problem by taking action.
  - b. Are exploring options to solve that problem.
  - c. Strong catalyst or support driving the change.
3. Able
  - a. Have the means to solve the problem.
  - b. Have the authority to solve the problem.
  - c. Alignment with their buying cycle.

Identify a buyer you feel is your ICP.

Ready: What problem do they have? Are they aware? Is there urgency?

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Willing: Are they ready to take action? Are they exploring options? What is driving the change?

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Able: Do they have the budget and authority to solve the problem? Is the timing right?

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When your startup is past acquiring customers who are ‘innovators’ or ‘early adopters’ you will need to refine your ICP based on the following factors:

1. **Successful:** Your ICP are more the ones most likely to achieve success with your product.
2. **Profitable:** Profitably acquiring and supporting a customer changes depending on your company stage and goals.
3. **Expansion Potential:** Land and expand. This is the problem with smaller clients as there is no room to grow. When it comes to expansion potential, that potential is only recognized when the customers have achieved success. No success, no expansion.
4. **Advocacy:** Only time advocacy happens is if customers are finding success with your product. If they’re ever going to be an advocate for you, it’s when their successful.

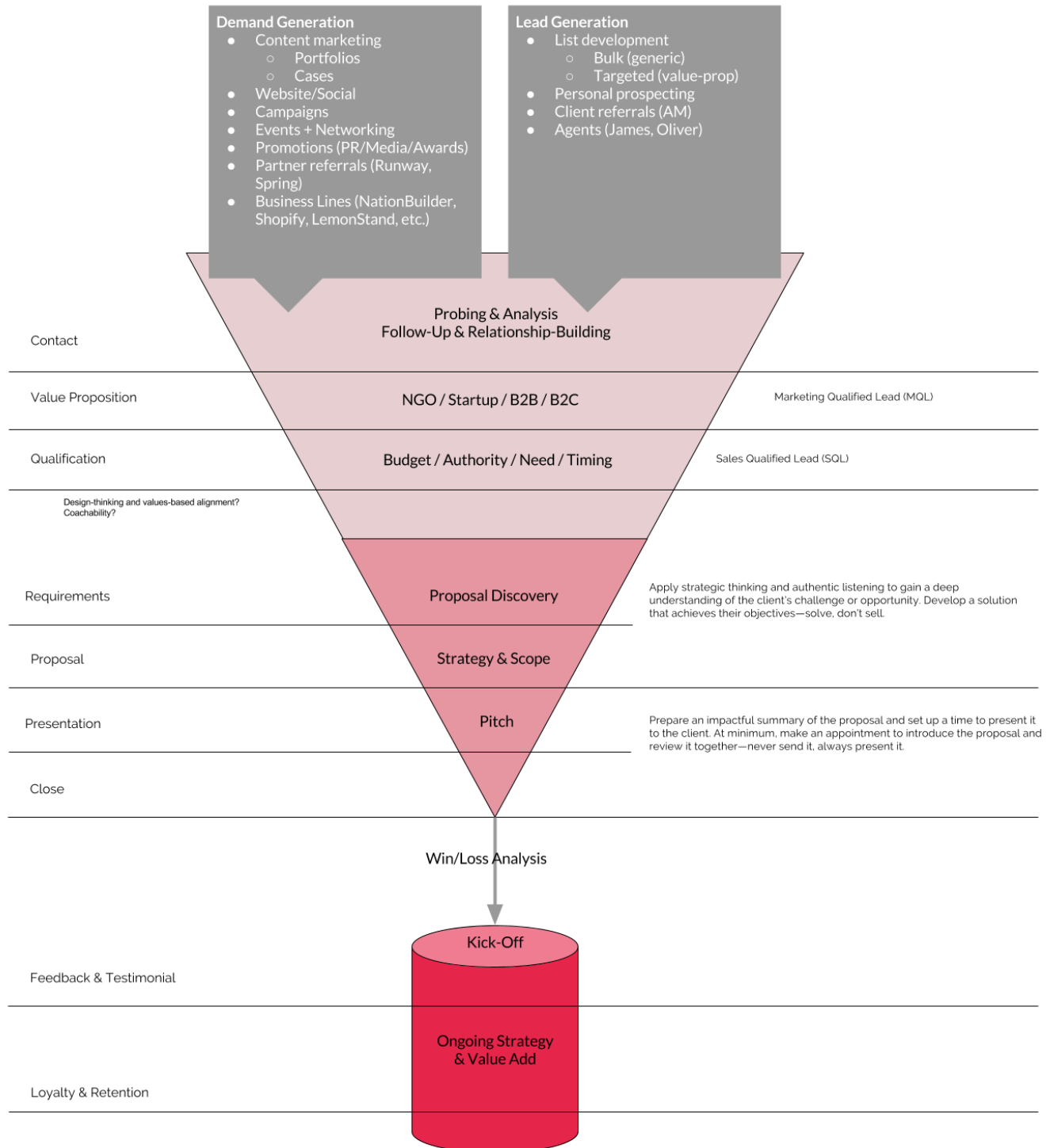


# Sales Process

## Sales Funnel

Now you have the information you need to map out the stages of your sales funnel. No matter how long winded this process it is imperative to be aware each stage because then only can you start to align your team and its efforts. This includes both sales and marketing being in perfect harmony. How are leads generated from marketing? What content marketing is working? Does social make sense for your product? Are tradeshow leading to closing sales or just a waste of money? Do you have a brand evangelist you can leverage in thought leadership circles?

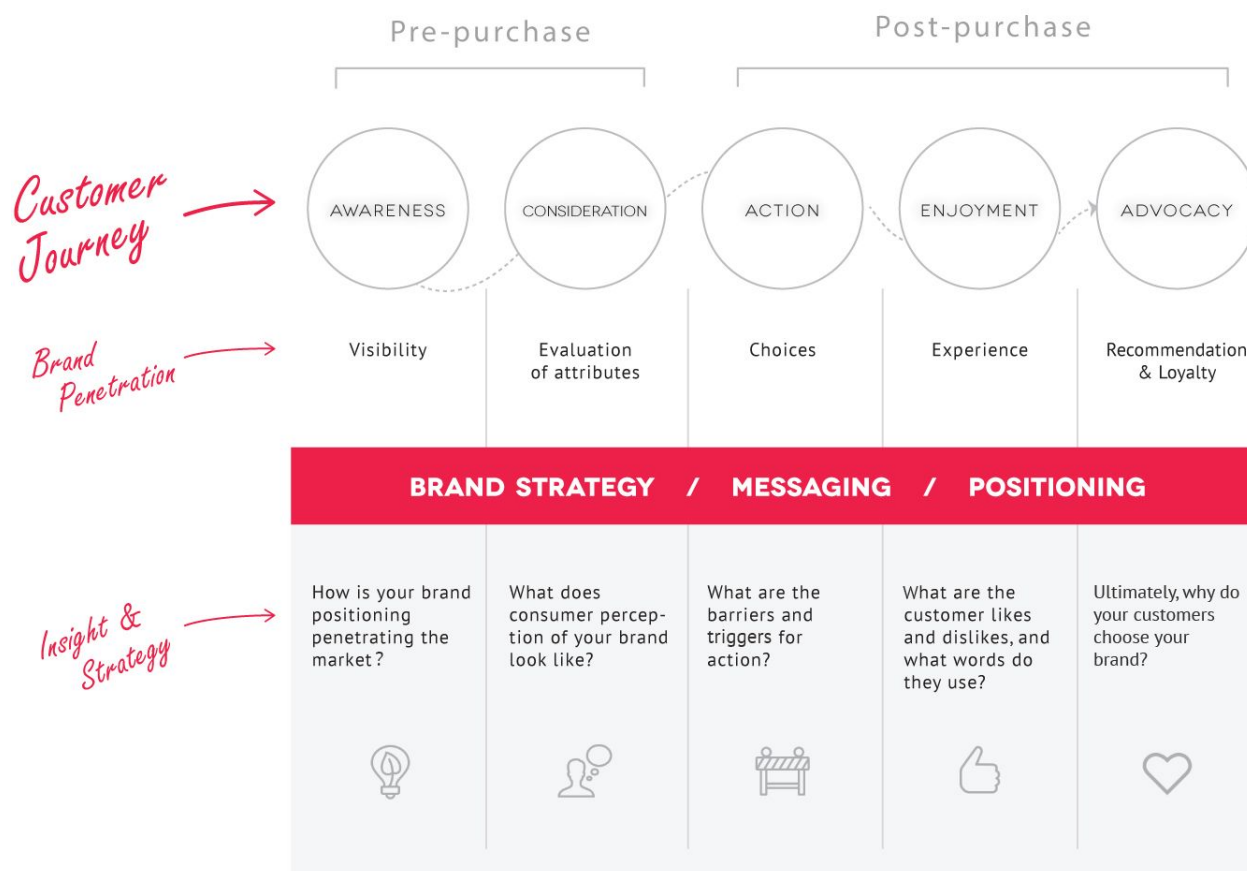
You will find a sample of what this will look like on the next page. This is an actual sales funnel we created for our agency, Skyrocket.





## Customers Journey

A sample of one we put together for a client



## Sales Tools

Don't select tools until you understand the process. You cannot jam your process into a tool.

Suggestions

Research: Google & LinkedIn

Marketing Automation: InfusionSoft & AgileCRM

CRM: Hubspot and InfusionSoft

Sales: Hubspot

Social: Buffer

User Interaction: Intercom

Contracts: Docusign



## Qualifying Questions

### [1] Needs

#### [i] Goals:

Goals we want to identify are quantifiable goals our prospect wants or needs to hit.

1. What is your top priority in the fiscal year?
2. Do you have specific company goals?
3. Do you have published revenue goals for this upcoming quarter/year?
4. Are there any other company goals that are important?
5. Do you have personal goals that go along with these?

#### [iii] Challenges:

A challenge is a need and a pain that our prospect has been dealing with. And we need to solve this challenge with our solution – only then will we get a sale. The most important moment in any sale is determining whether we can help a prospect overcome their and their company's challenges; ones they're dealing with as well as ones they (or us) anticipate.

1. Have you tried anything to overcome this challenge before?
  - a. Why do you think you'll be able to eliminate this challenge now?
2. Do you have what you need to deal with these challenges?
3. What are specific hurdles that you think may stop you from reaching your goals?
4. How are you addressing these challenges in your plan?
5. What challenges is your business facing and what problems do you need to solve?
6. What is driving your interest in our solution?
7. How long have you had this challenge or problem? What made you decide to solve this problem now?
8. What objectives are you looking to achieve by solving this pain?
9. What are the likely consequences if the pain is not solved?

#### [ii] Plans:

What are our prospects current plans that they will implement in order to achieve their goals.

1. What is the current plan?
2. What did you do previously?
  - a. What worked and what didn't?



- b. What are you going to do differently now?
3. Do you have the right resources available to implement this plan?
4. Are you committed to this direction or would you be open to other approaches?
5. Is there a plan B if things don't go as expected?

#### [2] Timing:

Timeline is a function of prioritization.

1. When were you planning on getting started?
2. What's a realistic timeline for you to move forward?
  - a. By when would you prefer to get this done?
  - b. Are there upcoming milestones or significant events we need to plan for?
3. Where does this stack up in terms of priority and urgency?
  - a. What are the competing interests or priorities right now?
4. Do you have bandwidth and resources to implement this plan now?

#### [3] Authority:

Authority means we must ask our prospect questions that help us map out their company's organizational structure. A great salesperson is willing to try and turn influencers into champions, and to stay involved by guiding the process with the influencer.

1. Where does this fall amongst your management/company's overall priorities?
2. How will you make the decision?
3. Who are the stakeholders involved in the decision-making process?
  - a. Do you anticipate any resistance? From who and why?
  - b. Who is championing this approach?
4. What concerns do you think your management may have?
  - a. What's the best way to address their concerns?
  - b. Can we schedule a meeting to answer any potential questions they may have?

#### [4] Budget:

Once we've qualified their challenges and needs, it is time to find out their expectations for the investment they'll need to make to fulfill these needs. Remind them of the upside and confirm that they agree on the potential ROI.

1. What's the upside of investing?
2. What are you spending now?
3. Do you have a dedicated budget for this?
4. Where is the funding coming from?





5. If I could help you, would you move forward?

Remember money is a finicky issue so tread lightly because:

- You might come across as self-serving,
- Prospects might lie about their budget,
- You might prompt a premature negotiation, and
- You might scare the prospect away.

[5] Negative Consequences and Positive Impacts:

If we can significantly help them avoid consequences and further aid in achieving even bigger follow-up goals, we've got a very strong value proposition.

1. What happens if you reach your goals? Does this affect you on a personal level?
2. What happens if you don't hit the goal? Does this affect you on a personal level?
3. What great things will you do next when you achieve this goal?
4. When you overcome this challenge, what will you guys do next?
5. Do you get bonuses, stand to get promoted, or get more resources if you can achieve this goal? Would you get fired, lose responsibility, or be demoted if you can't figure this out?