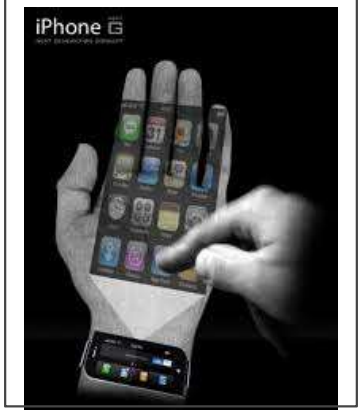
HSMAI Arizona

STAND APART SALES

TECHNOLOGY HAS CHANGED OUR BEHAVIOR

???



GROUP BUYERS HAVE CHANGED

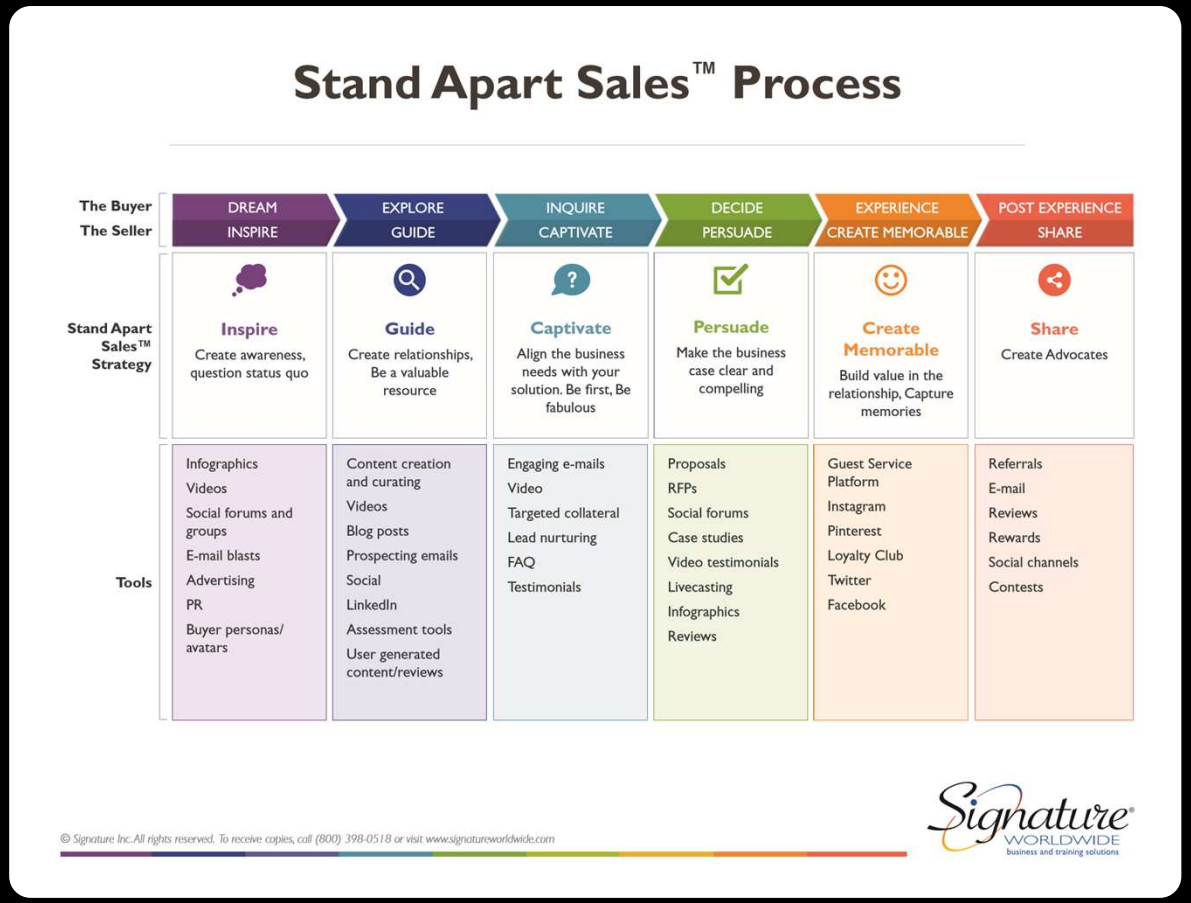
80

6.8

SHOULDN'T
SELLERS
CHANGE TOO?

Dream
Inspire
Explore
Guide
Inquire
Captivate
Decide
Persuade
Experience
Create Memorable
Post Experience
Share

- Buyer role
- Seller role
- Strategy
- Tools



THEY EXPLORE, WE GUIDE

Stand Apart Strategy – Create relationships, Be helpful, Be a valuable resource

What problem can you solve?

How can you improve their life?

How can you make them better in their roles?

EXPLORE - GUIDE

Why? 92% of B2B Buyers engage with sales professionals if they are known thought leaders.

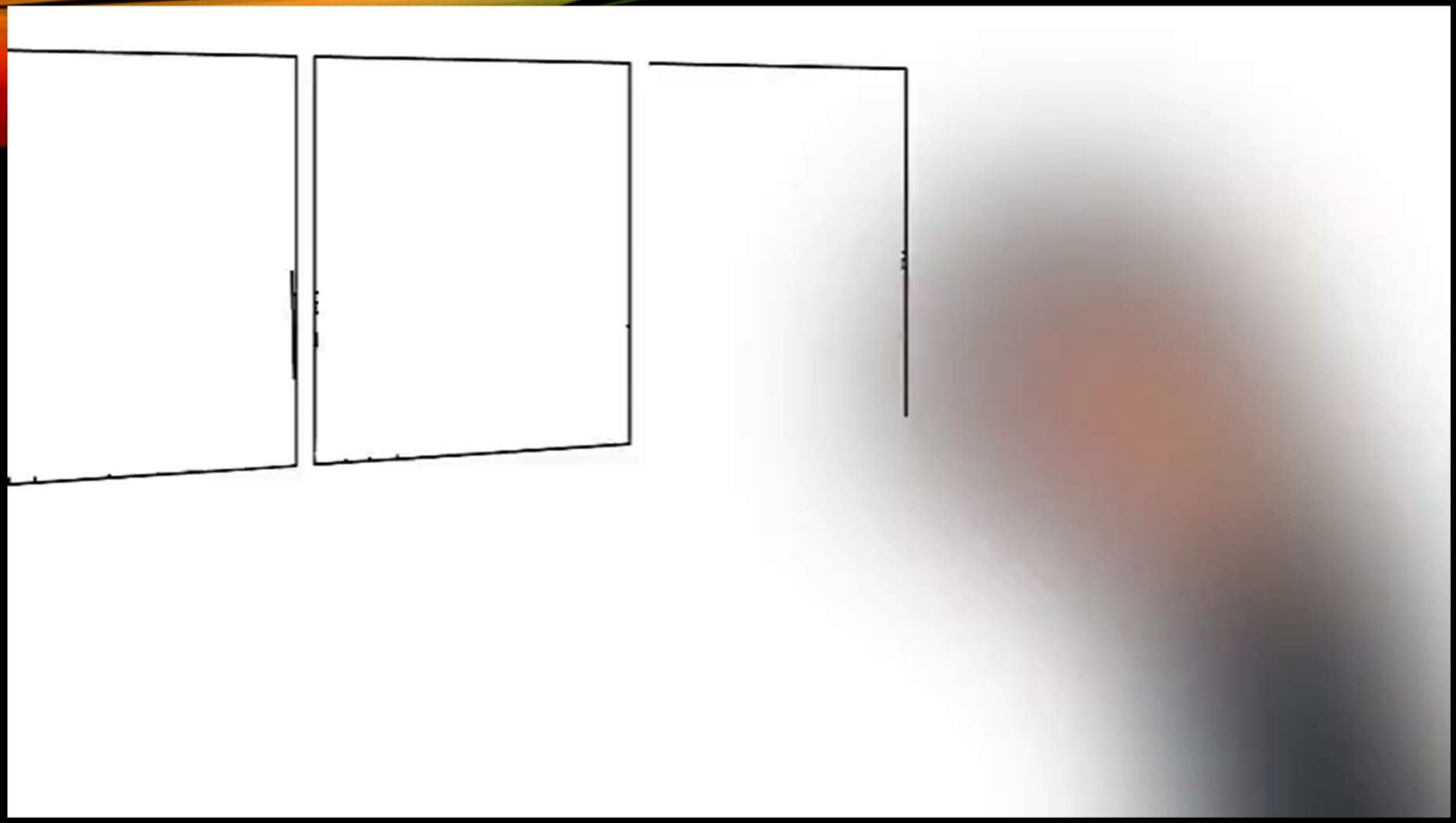
Why? 64% of B2B purchasers report that they appreciate hearing from a salesperson who provides knowledge or insight about their business

Source – LinkedIn Social Selling Index

EXPLORE/GUIDE – PUSH TOOLS

- Content posting – articles or blogs
- Videos
- Prospecting emails
- Doodly/Infographics

Remember we are not selling our product – just good information for success!



EXAMPLES

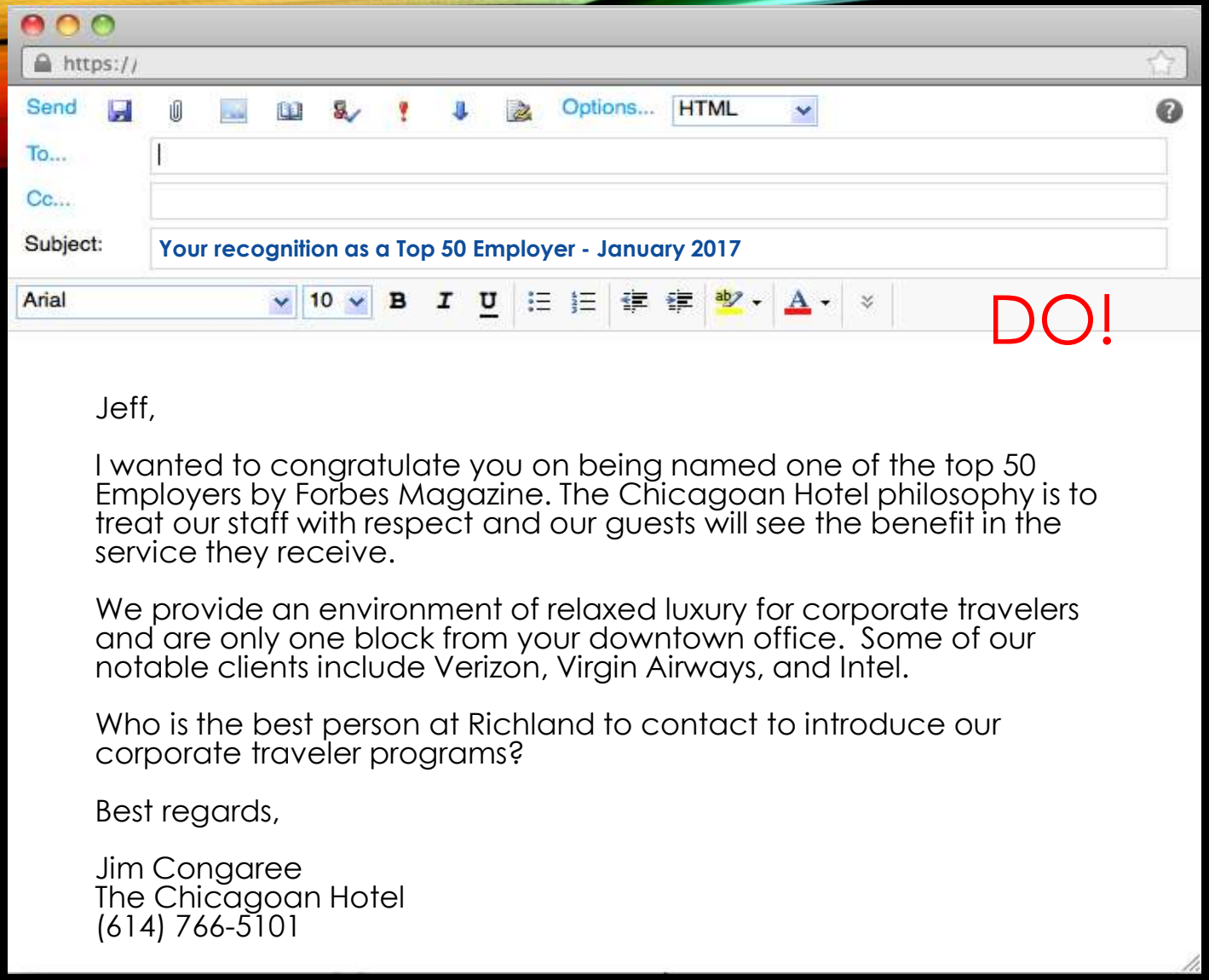
Market	Client Problem/Opportunity	Content
Sales Training Dept – Corporate	Getting sales people to take time for training	http://blog.close.io/training-a-new-sales-team-5-ways-to-set-them-up-for-success
Executive Retreats	How to have a productive meeting – and convince everyone to it is a good use of their time	https://www.forbes.com/2008/05/01/travel-retreat-executive-forbeslife-cx_rr_0429travel.html How CEO's stay on top of their game
Weddings – brides	Too stressed to know where to start	https://www.realsimple.com/weddings/weddings-planning/wedding-planning-checklist

Explore/Guide – Push Tools

PROSPECTING EMAILS
GOAL – ASK FOR REFERRAL, OR ASK FOR CONTACT

Why? 73% of B2B buyers prefer sales professionals to be referred by someone they know.

Action Plan: Download Prospecting eBook from signatureworldwide.com


https://
Send
Options...
HTML
To...
Cc...
Subject:
Your recognition as a Top 50 Employer - January 2017
Arial
10
DO!
Jeff,
I wanted to congratulate you on being named one of the top 50 Employers by Forbes Magazine. The Chicagoan Hotel philosophy is to treat our staff with respect and our guests will see the benefit in the service they receive.
We provide an environment of relaxed luxury for corporate travelers and are only one block from your downtown office. Some of our notable clients include Verizon, Virgin Airways, and Intel.
Who is the best person at Richland to contact to introduce our corporate traveler programs?
Best regards,
Jim Congaree
The Chicagoan Hotel
(614) 766-5101

EXPLORE – PULL TOOLS

- Google
- Reviews
- LinkedIn Groups
- LinkedIn Profile
- Facebook

LinkedIn Profile Tips

1. Attention Grabbing Headline
2. List location and industry
3. Complete contact information
4. Include a personal and company summary
5. Include skills and expertise that provide value to CLIENTS
6. Target your audience based on your goals
7. Choose key words that support your goals

LET'S EVALUATE YOURS NOW!

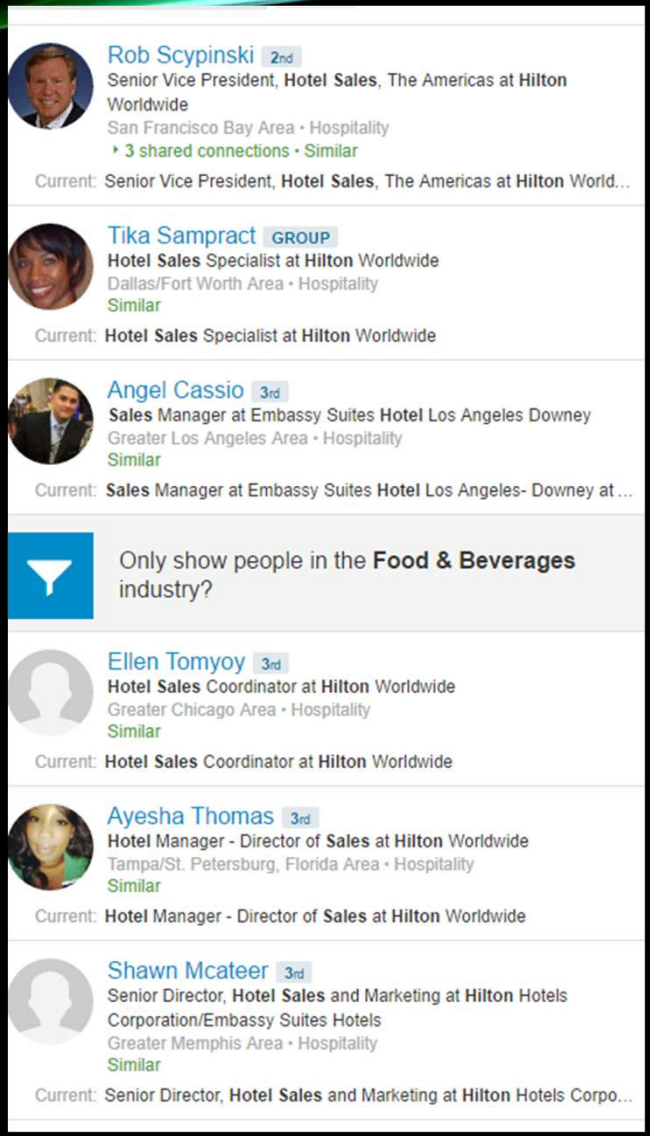
- https://www.linkedin.com/sales/ssi
- https://www.snappr.co/photo-analyzer*

*Not made for Internet Explorer

Title or Headline?

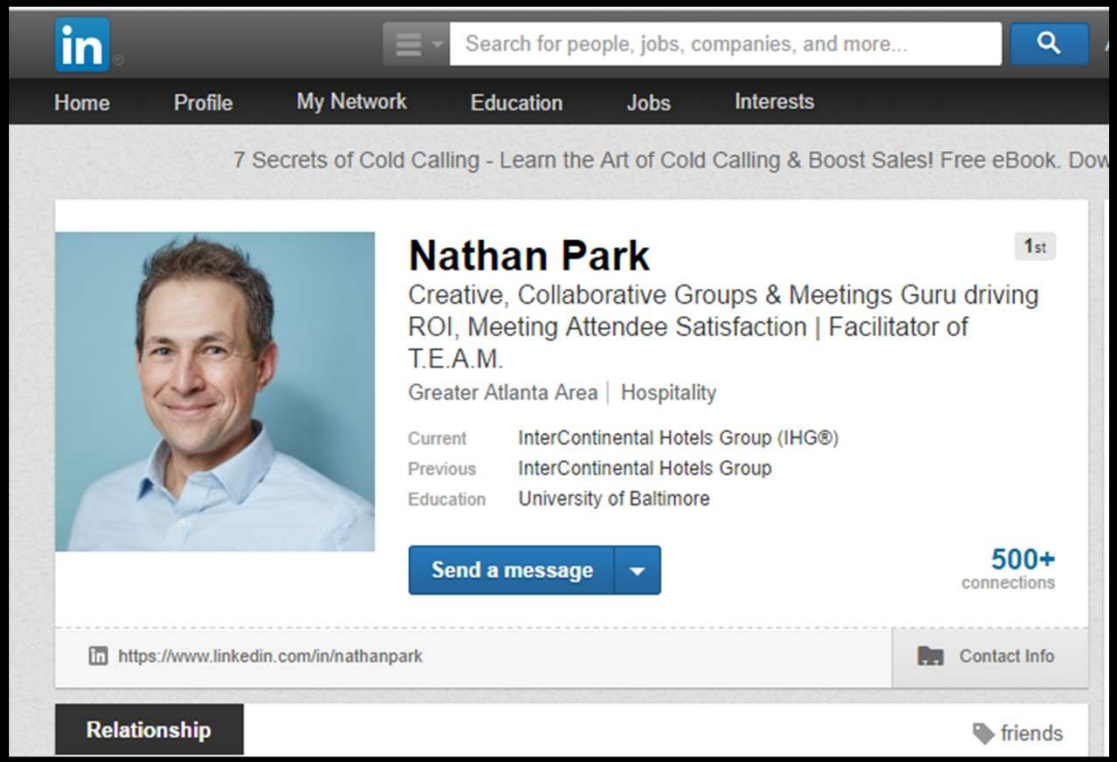
Why do headlines matter?

Which of these sellers STAND OUT?



Title or Headline

Is Nathan a THOUGHT LEADER?



1st

Toni Sammons

Director, Sales & Marketing - Best Western Seven Seas. Creating a no hassle hotel experience.

Best Western Seven Seas

Greater San Diego Area • 500+

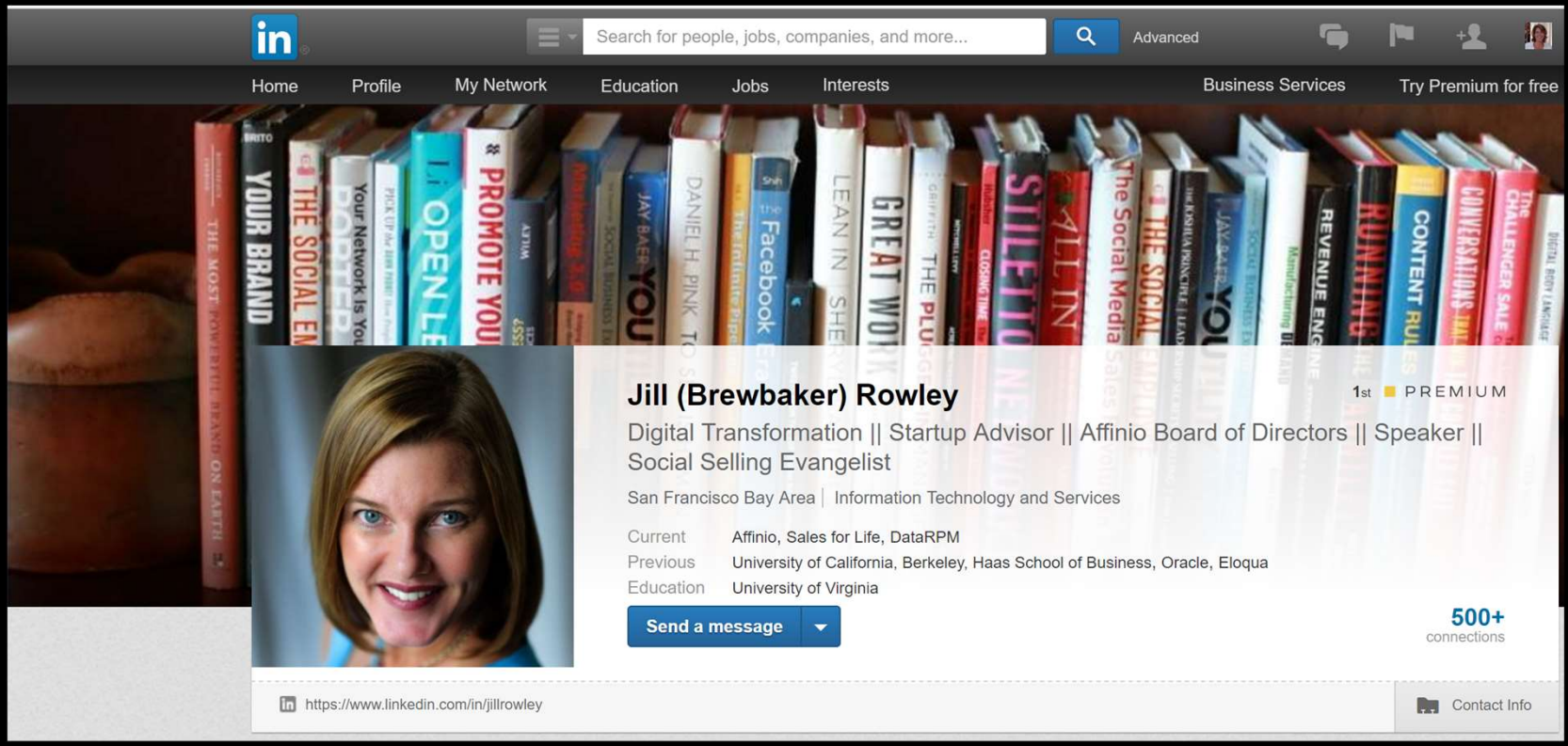
Message

"So easy to work with" is something that my guests say. I've been with Best Western Seven Seas for several years which provides my repeat guests with confidence and the familiarity of their needs. I explain details creating a no hassle experience.

Additional hotels in the Greystone Hotels collection are:
The Bristol Hotel San Diego, Empress Hotel La Jolla, The Elan Hotel LA, Creekside Inn Palo Alto, Hotel Los Gatos, King George Hotel, The Inn at Union Square, Hotel Griffon San Francisco, Towne Place Suites and Fairfield Inn & Suites Bend, Oregon.

It is my pleasure to introduce you to my associates should you require hotel accommodations with Greystone Hotels.

Who Said It Better?



They Inquire, We Captivate

Stand Apart Strategy – Align the business needs or problems with your solution.

BE FIRST. BE FABULOUS.

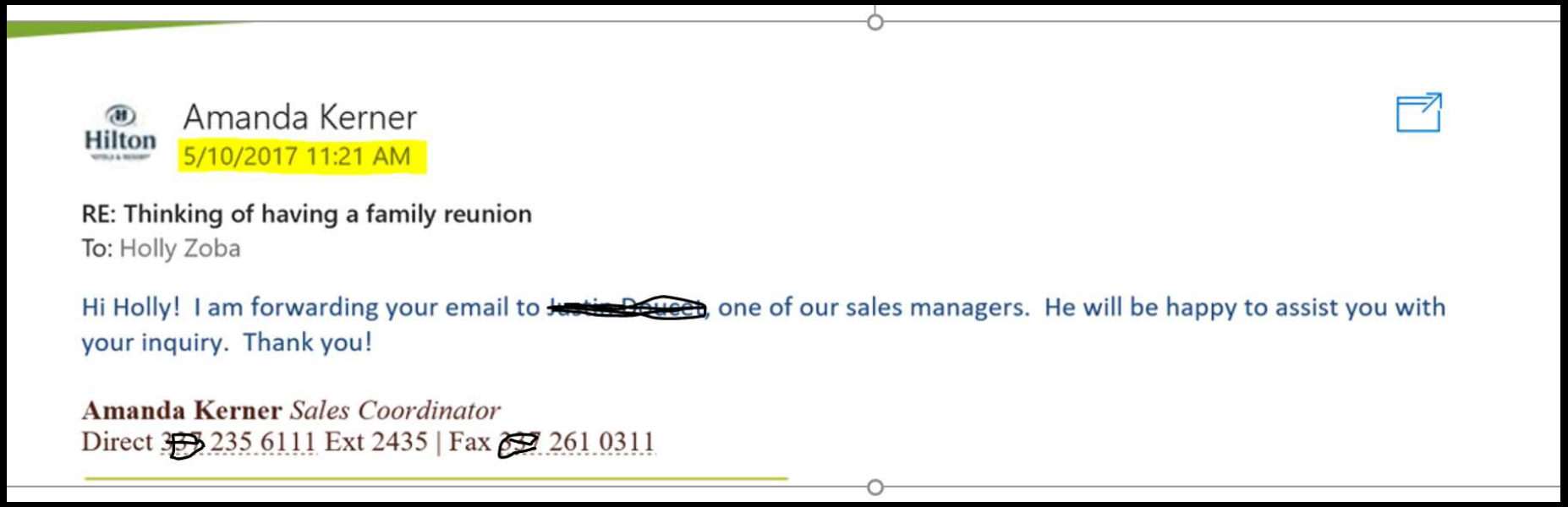
EMAIL SHOP REVIEW

From: Holly Zoba [mailto:Holly@scoutsimply.com]
Sent: Wednesday, May 10, 2017 12:44 PM
To: Amanda Kerner
Subject: Thinking of having a family reunion

In mid to late September. Probably 50-60 people. Would need about 10 rooms for a Friday and a Saturday, then a dinner for 50-60 people on a Saturday night. Can you tell me if you have any Saturdays available in the last half of September and what sort of family reunion dinners you can do – ball park price range?

Thank you,
Holly

EMAIL SHOP REVIEW



Amanda Kerner
5/10/2017 11:21 AM

RE: Thinking of having a family reunion
To: Holly Zoba

Hi Holly! I am forwarding your email to [redacted], one of our sales managers. He will be happy to assist you with your inquiry. Thank you!

Amanda Kerner *Sales Coordinator*
Direct [redacted] 235 6111 Ext 2435 | Fax [redacted] 261 0311

EMAIL SHOP REVIEW

From: [redacted]
Sent: Thursday, May 11, 2017 9:24 AM
To: Holly Zoba
Subject: RE: Thinking of having a family reunion

Good Morning Holly,

Unfortunately I do not have rooms and space available for the 2nd half of September. Would another month be an option or earlier in September before the 17th?

Thanks!

[redacted] *Sales Manager*
Direct 337 235 6111 Ext 2432 | Fax 337 261 0311

EMAIL SHOP REVIEW

From: Holly Zoba [mailto:Holly@scoutsimply.com]
Sent: Thursday, May 11, 2017 11:26 AM
To: [redacted]
Subject: RE: Thinking of having a family reunion

Hi – sure – early October would work or a week earlier in September.

EMAIL SHOP REVIEW

From: [redacted]
Sent: Friday, May 19, 2017 9:44 AM
To: Holly Zoba
Subject: RE: Thinking of having a family reunion

Holly,

I took a look at our books and the only weekend we could offer would be October 13 – 15, 2017. We have rooms with 2 doubles available at $89 or 1 king at $99. For the Banquet is could cost you anywhere between $1,500 - $2,100 plus tax and service charge. There would also be a $700 room rental charge. I have attached our banquet menus as well.

Thanks again and let me know if you have any questions!

The Scottsdale Plaza Resort

Sp Adobe Spark

HELP YOUR SELLERS STAND APART

THANK YOU (AND BYE)