The Sales Call

A Roadmap for the NetSuite Sales Call

Teamwork: having 2 people makes this harder. Discuss and practice teamwork

INTRO

Enter confidently
Introduce Yourself
Ask to sit
Pass over Biz card

C: connect – rapport
L: Logistics – Time/People
A: Agenda – Goals/Process
P: Permission

Company Intro:
"What do you know about us?"
Focus the intro on the basic value you provide, not the boring stats

Remember: 25 minutes only – be ready thru practice!!

NEEDS ID

Have a plan to your questions – use the PQW

Think big & small picture: reverse engineer product value to create questions

Direct and Receive!
Be ready to dig!
Take Notes!
Use Silence!
Actively Listen!

Finish with a big theme summary – use your PQW and a highlighter!

NOTE: For NetSuite Role-Play all needs will fall in 1 of 4 categories: selling, sales mgt., customer service, or marketing

PRESENT

DO NOT just present the basic good things about your product/company

Tailor your presentation to the specific needs of the buyer:

V: <u>Verify</u> – confirm the issue before beginning
P: <u>Present</u> – Explain how your product brings value to the customer
- Demonstration
- Proof
- Visuals
- Bring to Life

C: <u>Confirm</u> – Verify the customer is satisfied before moving to next issue.

Repeat for each major issue

OBJECTIONS

Objections are your friends:

C: <u>Clarify</u> – Be sure you understand before answering
R: <u>Respond</u> – Be direct and on target and don't run away
C: <u>Confirm</u> – Verify the issue has been resolved.

Repeat for each major issue

CLOSING

Ask directly and cleanly for a simple commitment

Circle Back: Ask why not, respond, and re-ask

The Stall: check pulse & tighten up end with another meeting and no-commit request, don't run away!

Use an effective EDGE to exit (don't forget to Extend!)

Remember this is an exam – these are the questions – Study and Execute!