



BECOMING AN „INSPIRE SALES“

Customers no longer want Sales merely to explain to them which products will best solve their problems: nowadays they already know that. Rather, they expect sales staff to have an in-depth knowledge of their sector, business processes and relevant key performance indicators. What the customer wants is to talk about their business challenges, and they are extremely receptive when salespeople suggest ideas to generate new business.

Identifying similar ideas that could lead to new deals, required a new sales approach – we call them the “Inspire Sales”

Three main steps that Inspire Sales use in their approach to selling:

1. They present their customers with risks and new opportunities for their businesses
2. Teach them something new
3. and develop tailor-made business strategies using their customers’ products and their own knowledge.

SALES MANAGERS: LEADING, NOT INSTRUCTING

Increasingly salespeople handle more and more customer projects in parallel. These are new business projects with an uncertain outcome; we call them sales opportunities. Sometimes salespeople discover they have hit a wall in terms of closing a deal and ask what they should do. Often sales managers will then give precise instructions on what should happen next.

To change this behaviour, a typical manager should lead their staff, and get them to develop their projects themselves, resulting in the increased probability of closing a deal.

Therefore managers should always ask at least following two questions to encourage sales to think like an “Inspiring Sales”:

- “What creative idea did you use to surprise customers?”
- What other customers do you know in the same sector and what are the relevant KPIs?”

The result of this behaviour changes has increased revenue in different companies and industries by nearly 30%.

The following indicators demonstrate the success of our workshop program:

- Those who had been on the workshop program closed 26% more deals than before the training (win rate).
- Those who had been on the training increased their sales revenue by 27% overall.
- Those who had been on the training program generated 26% more sales opportunities (pipeline) on average (by way of comparison, the untrained control group made just 9%).
- Deal size was up by a factor of six.
- Deal closing time was down 25%.



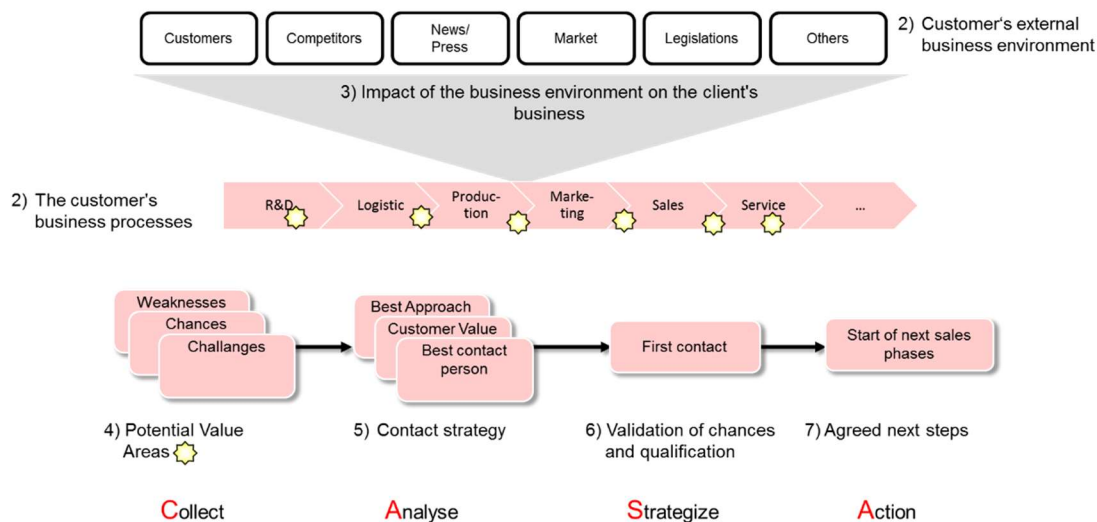
The Inspire Sales Model

Three main steps to Succeed

The best salespeople have abandoned old methods and developed a new approach to selling based on the following skills:

Step 1:

In step one, salespeople deliver comprehensive new findings about the potential customer's business through Commercial Teaching. This takes the form of a disruptive insight that challenges the customer's current thought process in a rationally and emotionally compelling way. This could include new ways to cut costs, open up new market opportunities or minimize risks. This helps customers realize that they do need to act and are therefore more willing to do so.



Step 2:

Inspire Sales tailor their communication and message to a client's business and individual attributes. They don't talk to a marketing manager the same way they would to a production manager. They always focus on people's particular priorities to ensure a more effective conversation.

Step 3:

Inspire sales aren't afraid to respectfully and empathetically guide the client to a recommended action by reinforcing value and momentum for change. That means, for example, they don't 'give in' when someone demands a 10% discount, but steer the discussion back to the added value/assert the value of the opportunity.

They are also comfortable questioning what their customers think and forcing them into making a decision. As such, they prevent opportunities from running into the sand – and, above all, no decision ever being made.