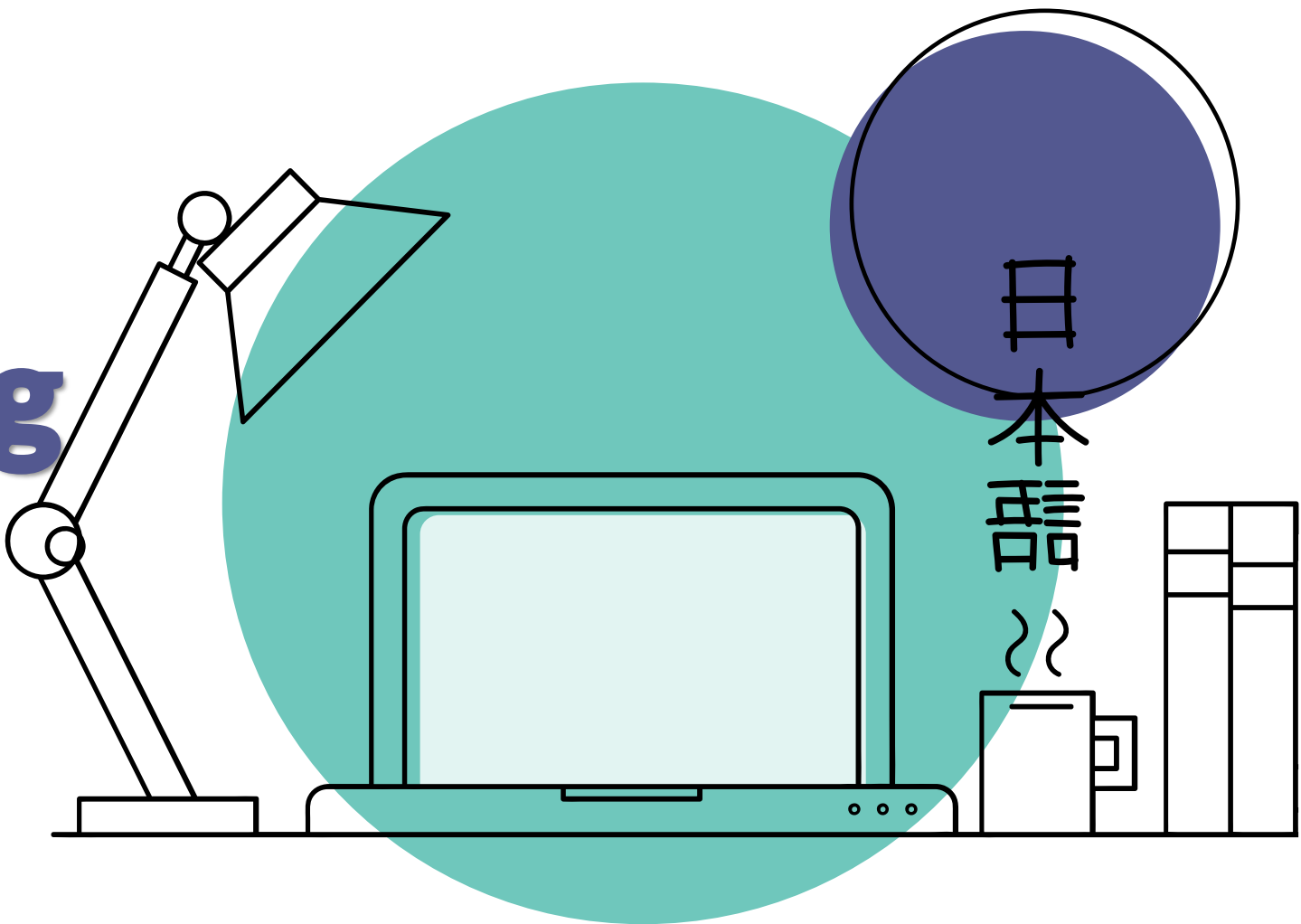


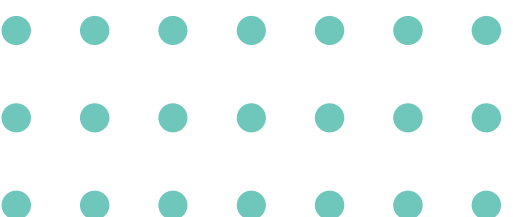
# B2B

# Sales Planning

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Sales Process Handout



Pre-  
sale

During sale

After  
sale

➤ This is "Backstage" to gather information about your leads :

- Company.
- Decision Maker.

➤ The three main factors of a customer's first impression of "business etiquette":

- **Timing Be** : "15 Min early before the meeting".
- **Appearance use** : "formal style , shoes and basic colors".
- **Body language take consideration** : " Handshake , eye contact , personal distance and natural smile".

Pre-  
sale

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After  
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➤ **This is "Showtime!" to open conversation with your leads by :**

- Ice breaking.
- **Using art of asking Questions** "Closed questions or probing questions or both of them".

➤ **Type of Questions:**

- Open ended question.
- Closed ended question.
- Probing question.

➤ **The objectives of asking questions are**

1. Identify Customer's real needs.
2. The impact of problem on customer.
3. The problem effect on business.
4. Business pervious trails to solve the problem.
5. Identify business gabs.

Pre-  
sale

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➤ This is “Product presentation” stage

**Based on Using different types of questions will be ready to “Understand customers’ pain points” so will follow the below flow to start your presentation :**



- ✓ Define the Problem and real needs of the customer.
- ✓ Ask the customer about his suggestion for the problem
- ✓ Then start to present your offer and solutions.

Pre-  
sale

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sale

➤ These “Most common objections!” may be found during your conversation :

Objections 	Your answer 
<ul style="list-style-type: none"><li>• The price is too high</li></ul>	<ul style="list-style-type: none"><li>• Focus on “product value Vs price” and how we can solve his problem</li></ul>
<ul style="list-style-type: none"><li>• We already work with another vendor</li></ul>	<ul style="list-style-type: none"><li>• Never “bad mouth on your competitors” but respect them then focus on your products or services.</li></ul>
<ul style="list-style-type: none"><li>• Let me think about it</li></ul>	<ul style="list-style-type: none"><li>• It is an indication that your decision maker is not a good fit for this client and you can ask if the client has someone who needs their opinion.</li></ul>
<ul style="list-style-type: none"><li>• I’m not interested</li></ul>	<ul style="list-style-type: none"><li>• It is an indication that you missed an important point that customer told you before so you will go back to listen and define the problem and then present your solutions.</li></ul>

Pre-  
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➤ These tips and tricks for “Negotiation” stage :

1. Don't negotiate with your self.
2. Don't give more benefits for free.
3. Don't accept the first deal.
4. Don't illustrate your cost structure.
5. Listen more talk less!



Pre-  
sale

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➤ This the final stage During sale is “Deal Closure”:

- To get to “Deal Closure that meaning you are asking customer for commitment”.

➤ Types of “Deal Closure”:

1. Assumptive closure.
2. Option closure.
3. Logic closure.
4. Urgent closure.



Pre-  
sale

During sale

After  
sale

➤ **After sale “How to follow effectively ? “ :**

1. Choose right time to call.
2. Diversify your follow up tools.
3. Follow up on your client not the deal.
4. Use motivation reminders.
5. Sense when to stop calling.

➤ **The importance of follow up :**

1. Build long term relationships.
2. Up selling & cross selling.
3. New referrals.

