

Share IT

Sales Generation

Donagh Kiernan
Campbell Informatics

Definitions: Sales

- Sales = Revenue Generation
- Enabling you to matching your service with a clients needs
- Provides Work / Business that produces profitable revenue and develops your business

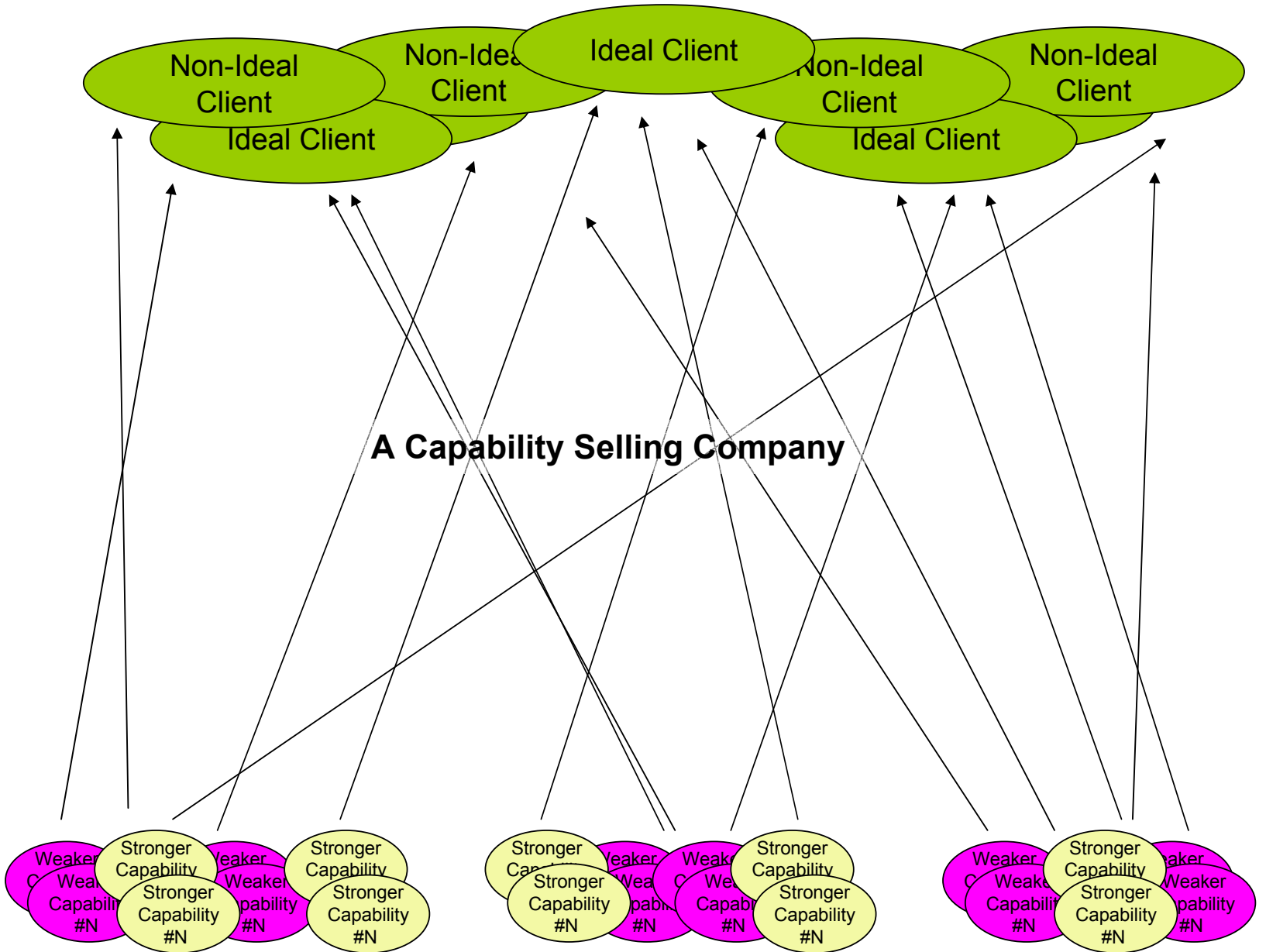
Limiting Statements

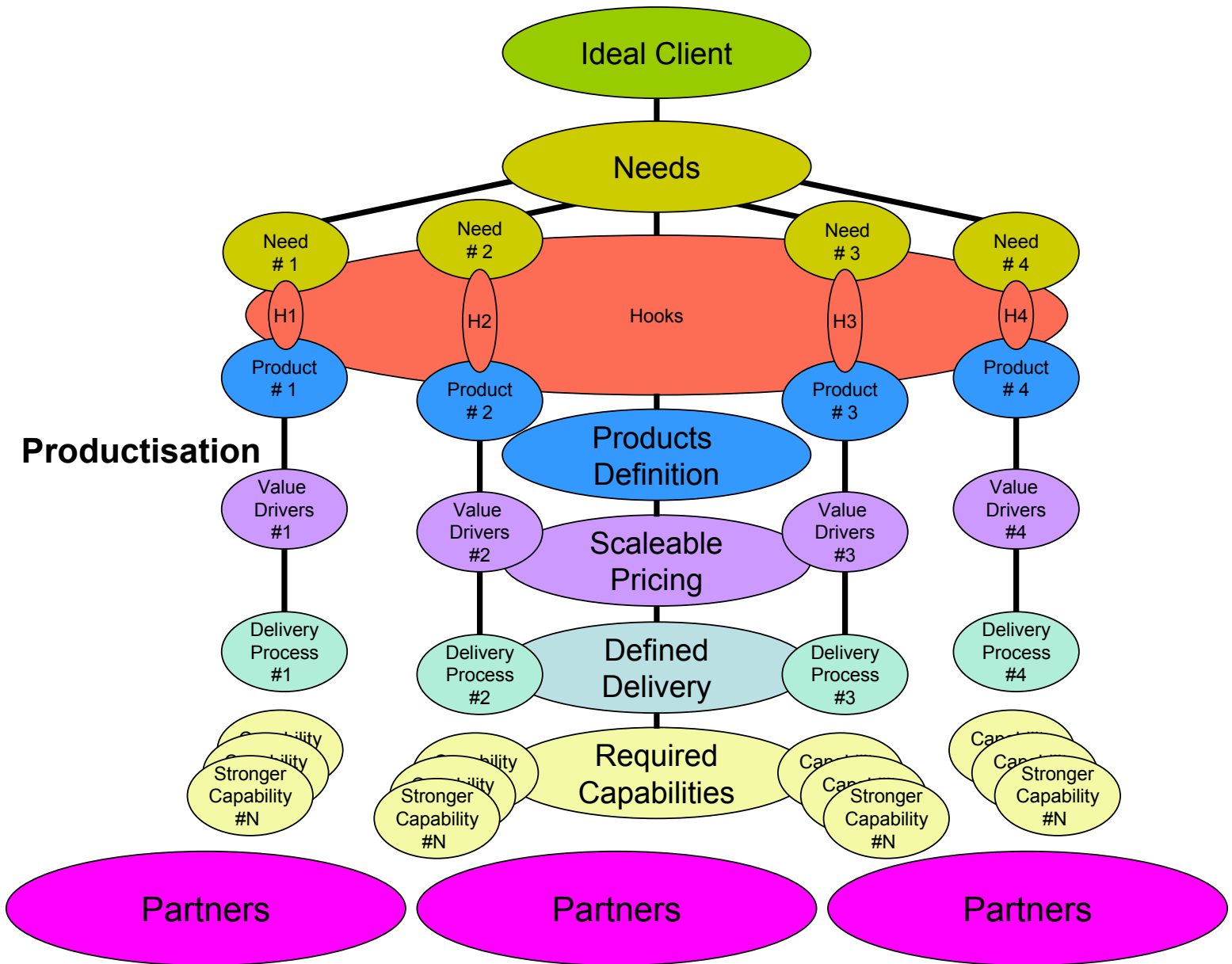
- We're only small
- We don't need sales process, I just ring the guy
- We tell them what I do and ask for work
- We don't have competitors
- A large company would never buy from us
- We couldn't charge that much!

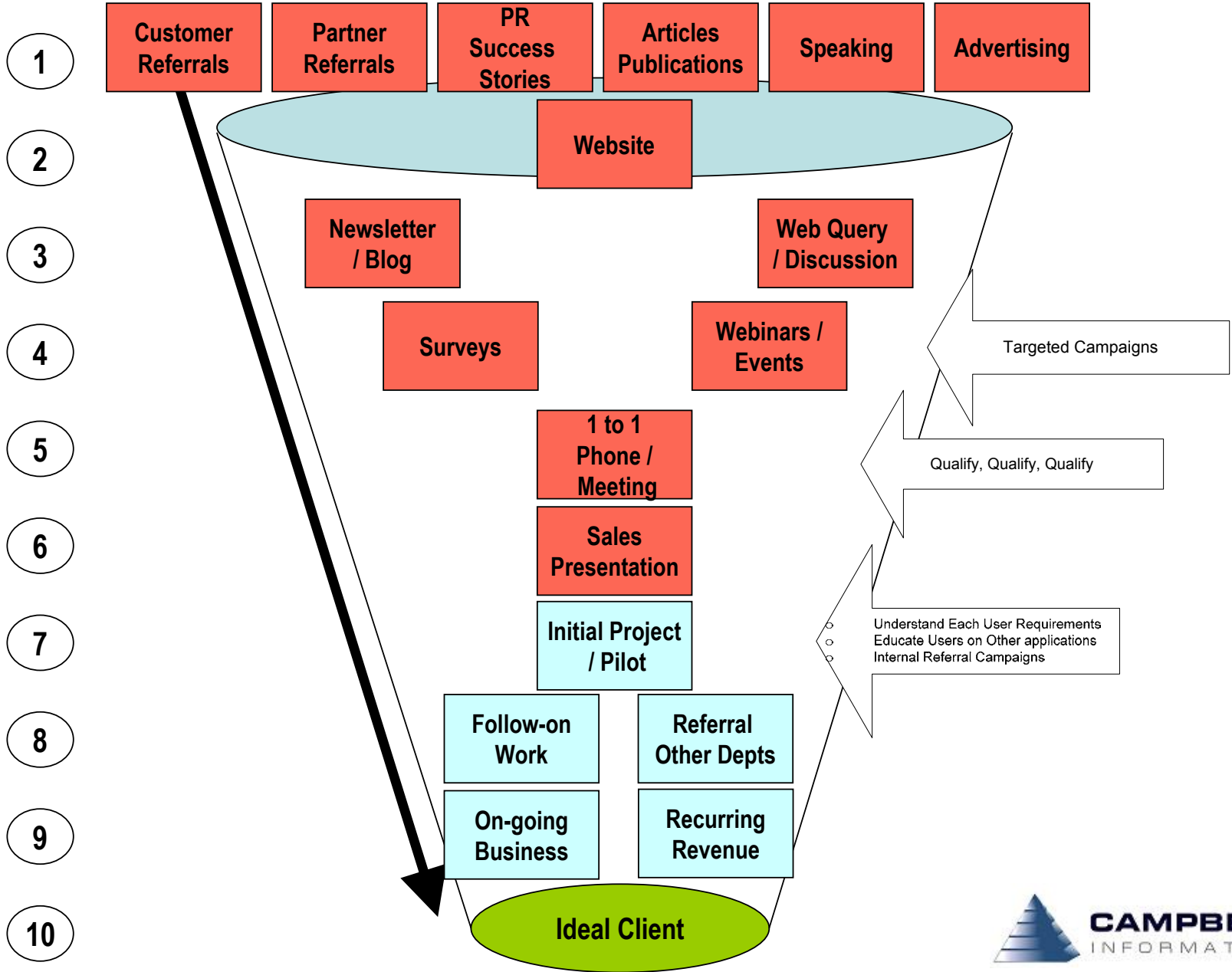
What Need do you solve?

***“It is in Understanding the Customers’
Needs that will win you business
against all competition”***

Pearse Mee, AMT Sybex







Aspects of the Purchase Decision

- 85% Emotional
- Justify Tangible and Intangible benefits
- Credibility
- Risk
- Professional Approach
 - Materials (Brochures, Demos, Case Studies...)
 - Meetings & Agendas
 - Presentations
 - Demos
 - Follow up – Actions
 - Relationship Building

Key Questions:

- What Need do you solve?
- Who has the greatest Need for this?
- When do they have the Need – trigger points?
- Why customers will buy from you?
- Why will they not?
- When you have a customer, what more can you sell them?
- How do you win more customers?
- How do you get business to come to you?
- What related needs do they have and how provides for them? (Partners)