JUBILI
by BUILK

7 KILLING STEPS

Of B2B Selling For Sales Management

A ROADMAP TO SUCCESSFUL

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Introduction

The B2B selling process has a direct impact on the overall success of a B2B business. If you do it right, you will end up with amazing results. Otherwise, you will face numerous challenges in achieving sales targets.

If you run a business or are involved in one, you might already know how different B2B and B2C markets are. We are in the B2B industry with more than 20 years of experience. We have tried and failed and now we would like to share our discovery about B2B operation business insights with you all.

Most B2B companies businesses tend to be more focused on their marketing department rather than any other department in their organization. We always believe that marketing is the door to everything -- it's like we have the main players on the football team but we never score the goal. The salesperson is acting similarly to your soccer goal. If we have a good team player but still couldn't score a goal, **what's all the effort we are making for?**

If you want to win a deal and close it, you need to make sure that the overall sales funnel journey is a convenient one for a prospective customer of your B2B business. In fact, you should make the process simple from the moment you find leads. Then you will be able to walk through the prospects in each stage of your sales funnel so that you can convert most of them into revenue-generating customers of the business. Continue to read this article, and we will share an effective strategy on how you can do it.

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1 Finding Leads

Leads are the lifeblood of any successful business operation. If you don't spend any effort to find leads, your business will not sustain. That's because there won't be any customers to bring in revenue on the way of your business. You are running your business in a competitive market, and you need to find leads to ensure your survival.

You need to have a well-defined and proven strategy for lead generation. It is great to focus more on inboundlead generation. However, B2B businesses should focus on outbound lead generation as well. You need to have a proper balance between these two strategies so that you can achieve your sales KPIs in a timely manner. While looking for new customers, you will need to pay more attention to nurturing the existing customers of your business as well.

2 Schedule Appointments

You need to follow up with your prospects and convert them into customers. This is where you need to be ready with the cold calling scripts and scheduling appointments. The main objective of cold calling is not to sell what you offer. Instead, you need to convince the prospect to give you an appointment.

Time is the most precious thing in the business world. Therefore, you will have a difficult time getting a prospect to provide you with an appointment. This is where a good sales script can help. It will assist you to convince the importance of giving you an appointment.

At the time of requesting an appointment, you need to go for a face-to-face appointment instead of a virtual one. Then you can develop a strong relationship with your prospect and communicate your message quite effectively.

Offering Presentation

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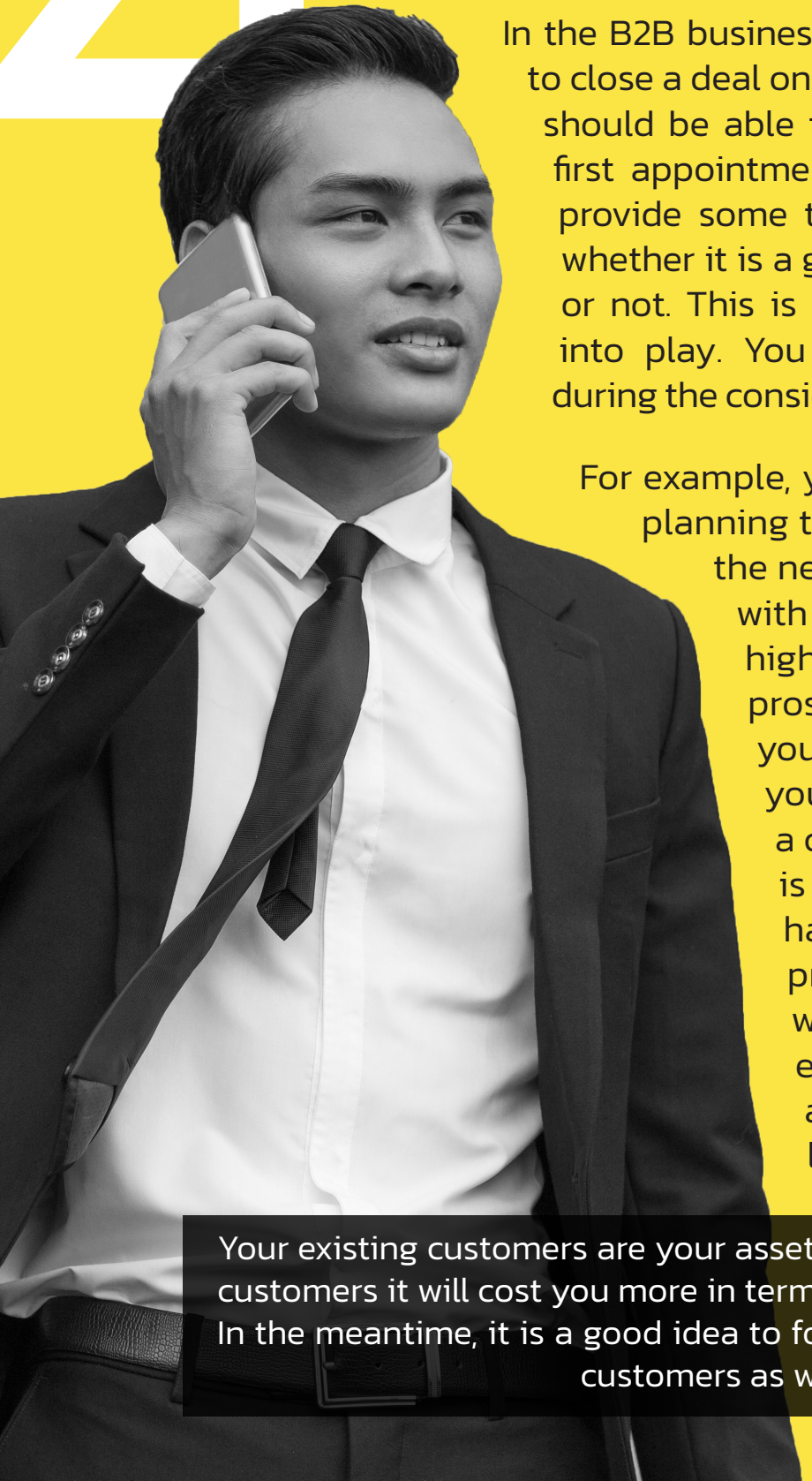
If your prospect is not fully aware of your product or service, he/she would not even bother to move to the next stage. This is where you offer to present your business while highlighting all the benefits it offers. It is better if you can do a bit of background research on your prospects and align your presentation accordingly. Then you can explain the pain points of your prospect and then share more details on how your product or service offering can assist to overcome them.

During the presentation, you need to speak the benefits language. In other words, you should spend more time highlighting the benefits of what you are offering, instead of explaining its features. This will surely assist you to get the attention you need from the prospect.

4 Follow-Ups



In the B2B business world, it is extremely difficult to close a deal on the very first appointment. You should be able to explain your offering in the first appointment, and then you will need to provide some time for the prospect to think whether it is a good idea to go ahead with you or not. This is where follow-ups would come into play. You should follow up proactively during the consideration stage of your prospect.

For example, you can mention when you are planning to make the next visit and what the next steps are going to be. Along with that, it is quite important to highlight the benefit that your prospect is getting as well. When you provide all this information, your prospective client will have a clear idea of what the next step is going to be and what would happen in the meeting. These proactive follow-up sessions will help you to nurture the elationships that you maintain along with the prospect in the long run.

Your existing customers are your asset because order to find new customers it will cost you more in terms of both time and money. In the meantime, it is a good idea to follow up with your existing customers as well.

5 Answering Questions

Some prospects will go ahead and ask the questions that they have about your offering directly. However, not everyone will do this. As a B2B salesperson, you should have the skill to predict what questions your prospect has and provide answers to them accordingly. This will further assist you to strengthen the relationship that you have along with your prospect.

"Product knowledge and know-how to apply your product to the other business is the key"

Providing answers to the questions can lead you to beneficial conversations with the potential customer as well. On the other hand, you can use answers to provide you with more information related to what you are offering.

Based on that, your prospects can determine whether your offering caters to the business requirements and expectations or not.

You need to have solid product or service knowledge to go ahead and answer these questions. During this stage, you should not be acting in the form of a salesperson. Instead, you will need to play the role of a consultant. In other words, you should align your answers accordingly, so that you can explain how your offering can benefit the potential client's business in the long run.

Negotiation

As a B2B salesperson, you need to be equipped with excellent negotiation skills. That's because you will have to go through multiple negotiation sessions before you can close the deal. Throughout all negotiation sessions, you will need to focus more on the benefits that your prospect is getting.

Pre-negotiation stage

To make your life easy, we will be sharing some of the most basic negotiation techniques with you. Based on these techniques, you will understand how to be ready for negotiations with your prospect.

***Believe it or not,* 90%**

of the success of your negotiation depends upon your preparation. The rest will be based on your negotiation skills.

Understanding the objectives

The very first thing you need to have is a clear idea of what you are planning to get out of the negotiations. This is not something difficult to understand.

However, you should also understand that your potential customer is not just looking forward to getting what you offer at a cheaper price. You need to understand the goals of your prospect and then share information on how you are offering what exactly your customer wants.

The Highs And Lows

You need to know how far you can go in the negotiation and when to stop. Then you will be able to prepare ahead of time for the highest points as well as lowest points in the negotiation sessions. In the meantime, you will also need to understand how much you are planning to give in each bargain.

Other Important Aspects

When you are negotiating about the prices, you will not just be able to raise issues related to the price. You may also think about selecting some other aspects of the negotiation. For example, you can think about providing some more value additions to the customer. You should be well-prepared to face such scenarios so that you know what exactly to offer accordingly. Preparation is extremely important. Never underestimate the power of preparation.

7 Closing the Sale

Closing the sale is the most challenging step. However, you will be able to overcome challenges with closing sales by adhering to the 4S technique.

Small win

The small wins that you have with your customer would matter a lot. For example, you can get your customer to make a small purchase. Under no circumstance should you pressure the customer to purchase what you are offering? Your competitors are not following a similar approach to your company. Most importantly, you need to make sure that your customer is ready to take the first step along with you and get what you offer.

Scarcity

You can define a limited timeline for the customer to go ahead and make the purchase. Then you will be able to convince your customer that he/she will be missing out on the offer if the time runs out. However, you should be careful not to use this technique and rush your customer. That's because your customer would require some time to decide whether to proceed with your business or not.

Social Proof

Social proof can help you convince your customer of how great your product or service offering is. This is where you should get more people to review what you offer. You can showcase those reviews to a potential customers and build trust in what you are offering.

Selection

The heart of this technique is to make your customers think less by providing them with 2-3 options. For example, you can offer different freebies when the customer purchases 100 pieces, 200 pieces, and 500 pieces respectively. If you can provide a better offering with a larger volume, you can easily get your prospect to go for it.

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After-Sales Service

You should clearly define how you're after-sales service is going to be. Along with that, you should also highlight the importance of getting your after-sales service. This will help your customer to understand that their business will never be left behind by yours.

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