

Uhubs B2B Sales Fundamentals

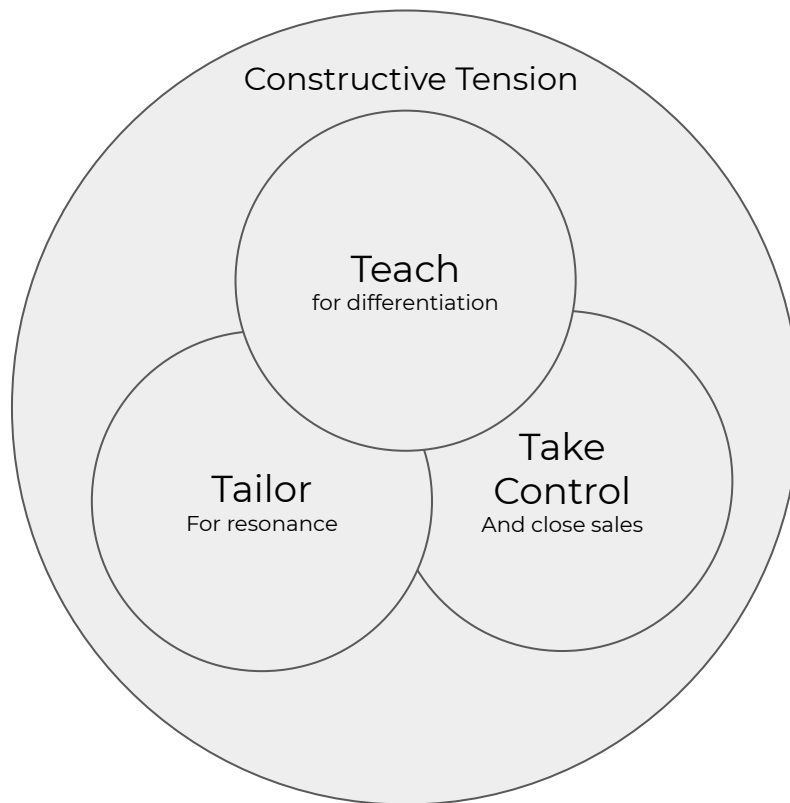
The Toolkit

This toolkit will help you to implement the skills you've learnt on this Uhubs Sprint. From teaching to taking control, building a system around how you prepare for conversations and engage with customers ensures you are pushing yourselves to be more and more of a Challenger in each engagement.

The Challenger Sale

Challenger Reps deliver insight that reframes the way customers think about their business and their needs

Challenger Reps communicate sales messages in the context of the customer



Challenger Reps seek to leverage constructive tension to their advantage across all dimensions of the sale

Challenger Reps openly pursue goals in a direct line but non-aggressive way to overcome increased customer risk aversion

The 5 Sales Personalities



The Hard Worker

These are the reps who show up early and stay late, make more calls, more visits than anyone else on the team. They are always looking for feedback and opportunities to improve.



The Lone Wolf

Lone Wolves are self-confident and follow their own instincts instead of the rules. They rarely follow process compliance but tend to have a very good performance record.



The Relationship Builder

These reps build strong personal and professional relationships across the customer organisation. They're generous with their time and bend over backwards to ensure customer needs are met. They are loved by customers.



The Reactive Problem Solver

These reps are highly reliable and very detail-oriented. They will ensure every promise made to a customer is followed up and focus heavily on post-sale follow up.



The Challenger

The challenger is not afraid to be controversial. They are debaters and press the customer, in their thinking and on pricing. They make sure they have a deep understanding of the business and issues at hand so they can be assertive but maintain credibility.

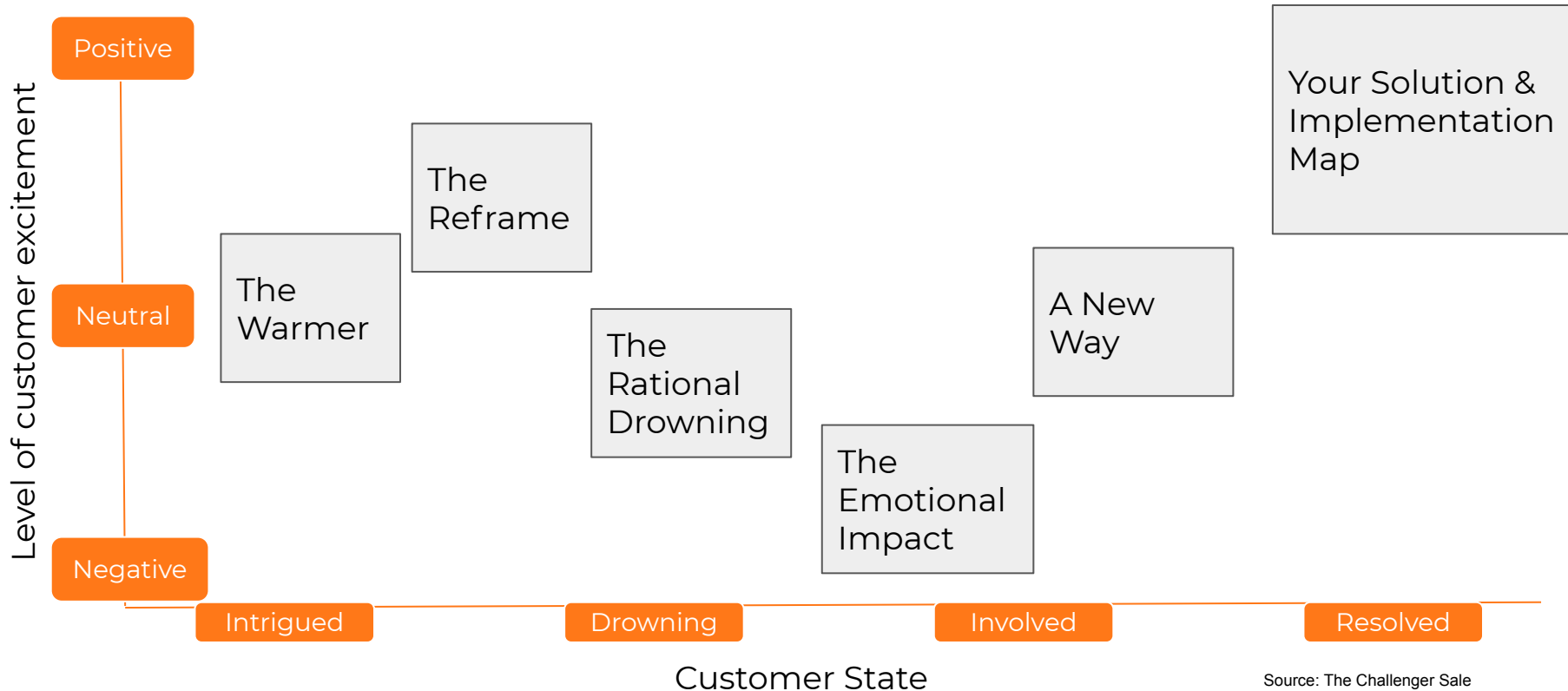
Source: The Challenger Sale

Teach for differentiation

The Commercial Teaching Pitch

1. Lead **to** your unique strengths, not **with**
2. Challenge their assumptions
3. Catalyze action
4. Scale across customers

6 Steps of Commercial Teaching



Bold - Safe Framework

Are your insights really going to create that bold teaching moment?

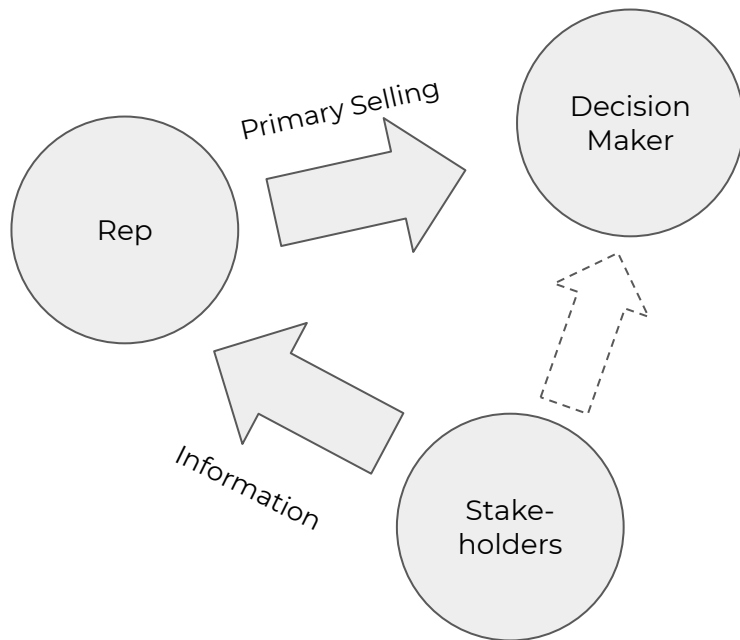


Tailor for resonance

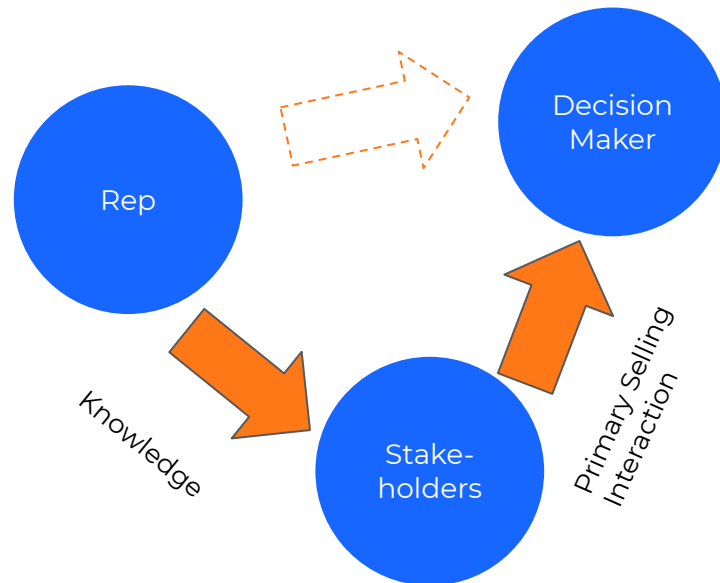
The new physics of sales

Remember: in the world of consensus buying you need to build loyal advocates to influence the decision maker.

Traditional

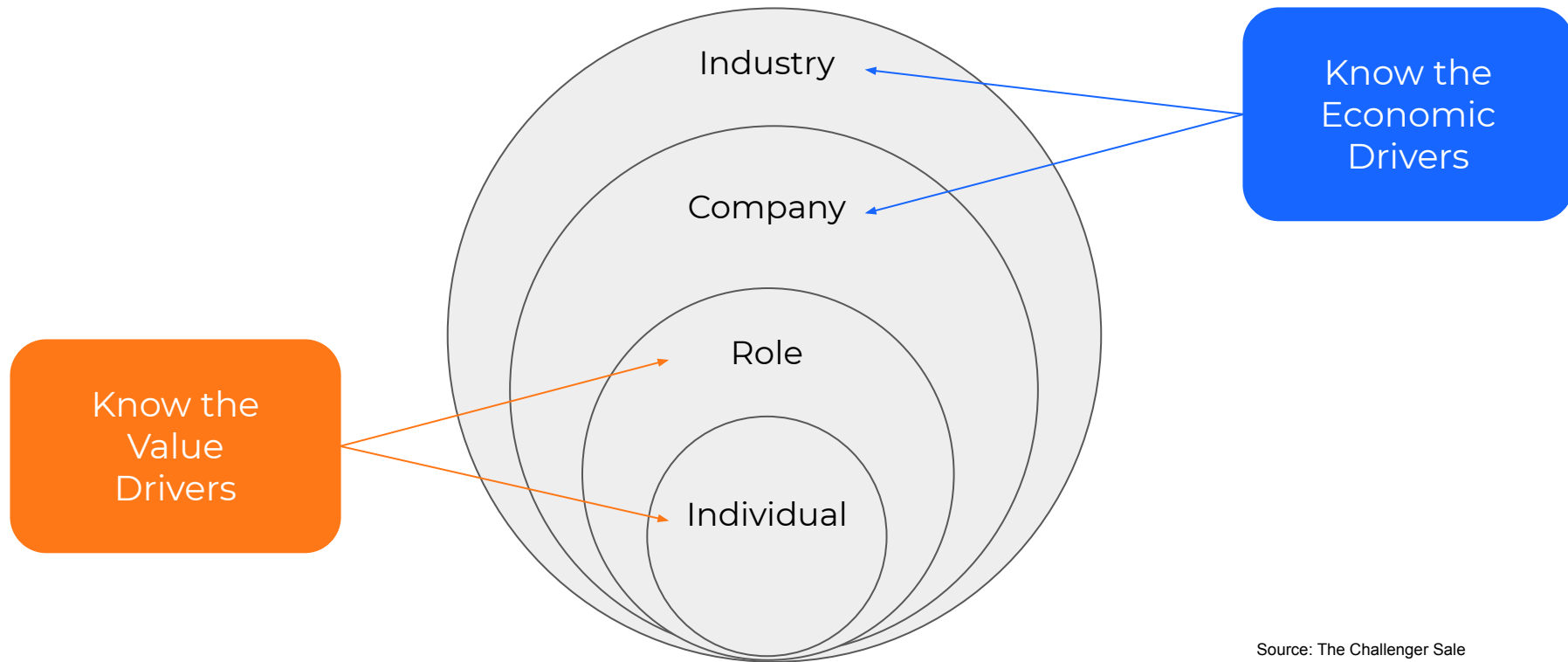


Emerging

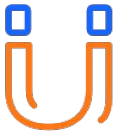


Source: The Challenger Sale

Progressive Layers of Tailoring



Functional Needs Planner



	Customer Name				
Necessary Conversations	Functions	Sales	Marketing	Purchasing	
	Overall firm objective				
	Functional needs relative to firm objective				
	Key constraints that could derail the achieving the objective				
	Our capabilities to overcome constraints				
	Account's method of measurement				

Take control and close sales

Negotiation Planner Guide

Manage Info Skillfully

Develop a plan for obtaining and protecting key pieces of information

Favourable Power Factors:

Unfavourable Power Factors

Rep Target £:

Customer Target £:

Info needed from customer:

Questions to ask:

Difficult questions expected:

Planned rep responses:

Supplier underlying needs:

Possible negotiables to ask for:

Customer underlying needs:

Possible negotiables to off:

Concessions to offer the customer:

- 1.
- 2.
- 3.

Cost to supplier

Value to customer

Concessions to request from the customer:

- 1.
- 2.
- 3.

Value to supplier

Cost to customer

Set High Targets

A rational understanding of the full range of power helps to set more aggressive targets

Plan for Attack

Anticipating difficult questions reduces reps' fear of uncertainty

Exchange Value

Identifying negotiables to ask for ensures reps will trade value rather than give it away

Prioritise Trades

An evaluation of potential concessions helps to prioritise trades according to their concession strategy

Negotiation Planner

Favourable Power Factors:	Unfavourable Power Factors	
Rep Target £:	Customer Target £:	
Info needed from customer:	Questions to ask:	
Difficult questions expected:	Planned rep responses:	
Supplier underlying needs:	Possible negotiables to ask for:	
Customer underlying needs:	Possible negotiables to off:	
Concessions to offer the customer:		
1. 2. 3.	Cost to supplier	Value to customer
Concessions to request from the customer:		
1. 2. 3.	Value to supplier	Cost to customer