

Exceptional Qualification: Improve the Quantity and Quality of Your Pipeline

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Complimentary Webinar
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Today's Objectives

- Identify high potential opportunities
- Why forecasts can be totally inaccurate
- An easy-to-use formula for qualifying prospects
- The key to exceptionally high close rates



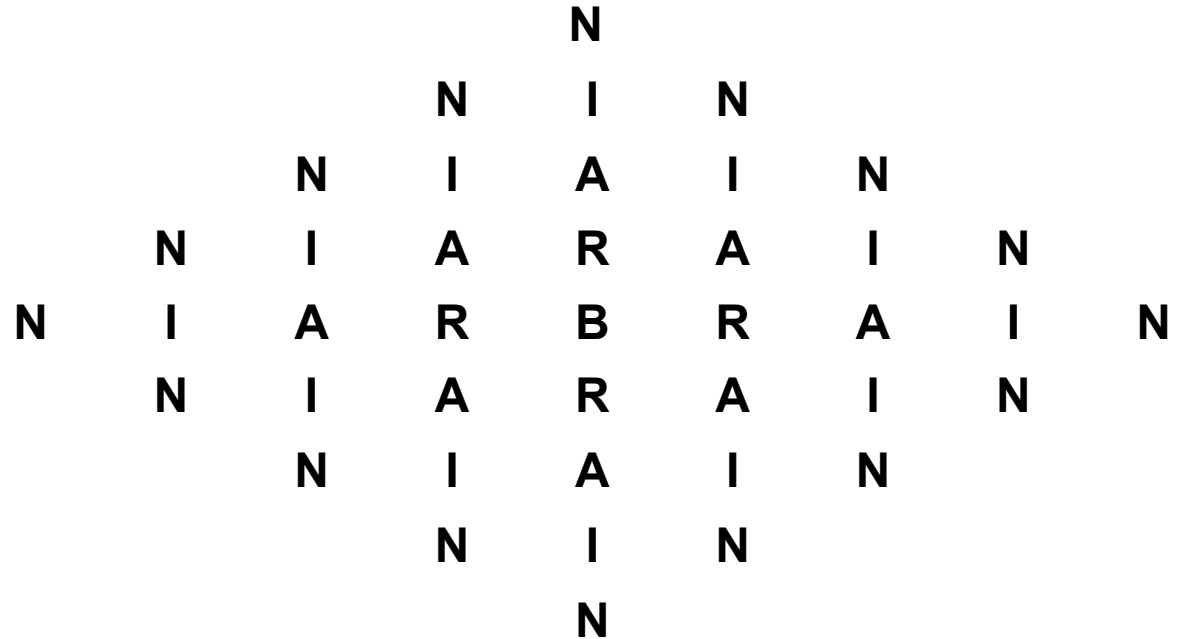
A close-up photograph of a person's hands holding up a pair of white sneakers with black soles. The soles are prominently displayed, showing a complex tread pattern. The person is wearing a grey t-shirt and shorts. The background is blurred, suggesting an outdoor setting.

Warm up



BRAIN Diamond Mirror

How many ways can you read BRAIN off the diamond, using letters that touch each other?



BRAIN Diamond Mirror Solution

The correct answer is 60.

B touches 4 R's.

Each R touches

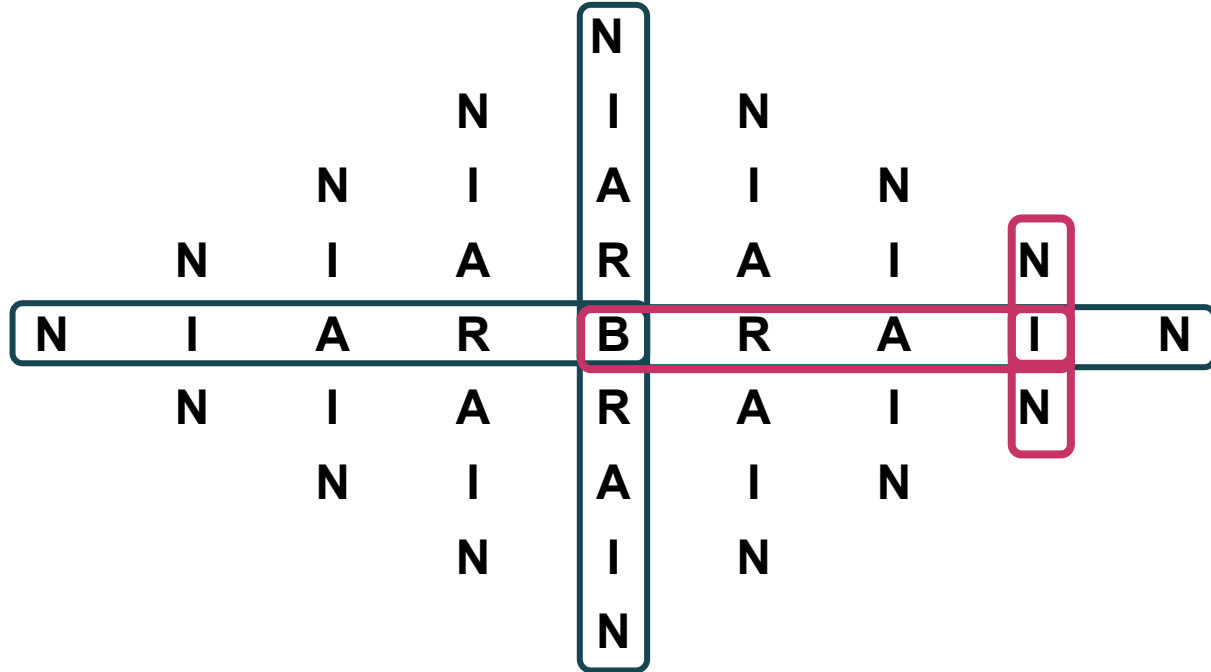
- 1 A that touches 7 IN's
- 2 A's, each touching 4 IN's.

So, there is a total of $4 (7 + 8) = 60$ BRAINS.

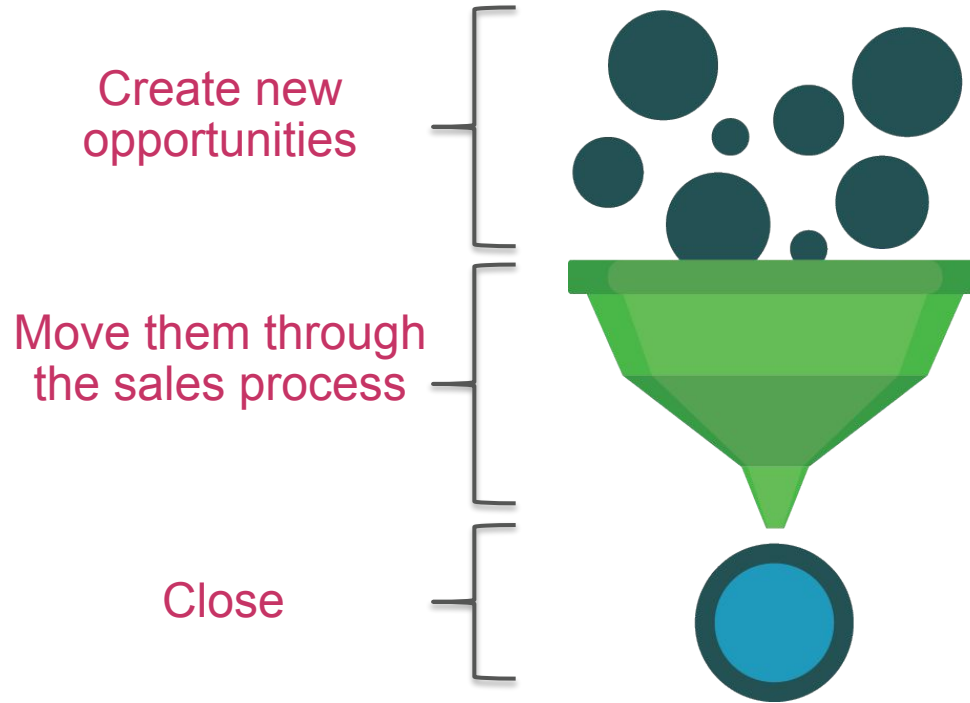


BRAIN Diamond Mirror

How many ways can you read BRAIN off the diamond, using letters that touch each other?



To Drive Exceptional Results We Must...

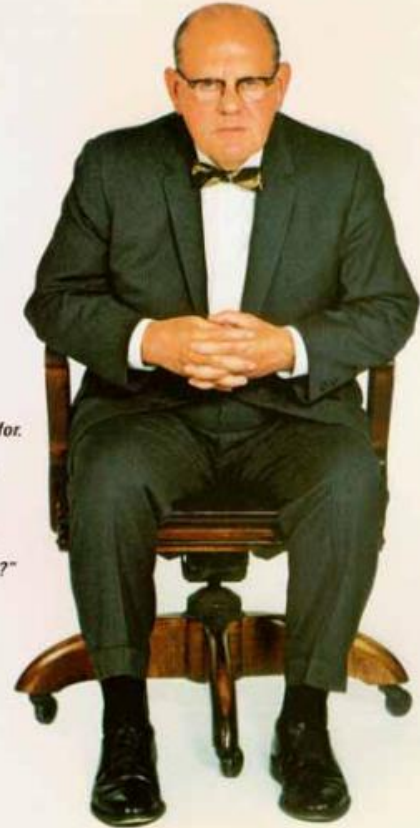


To Drive Exceptional Results We Must...



What do you want to sell me?

*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*



Vortex Prospecting™:

Key Concept 1

- Understand how much activity is actually needed

Understand your prospecting ratios

| | |
|---|---|
| Target | 2,000,000 |
| Average Transaction Size | 125,000 |
| Total Number of Transactions Required | $2m/125K = 16$ |
| Average Win Ratio (Meeting to Close) | 1 out of 3 |
| Total Qualified Prospects Required | $3 \times 16 = 48$ |
| Pipeline Ratio (Qualified Lead lead to Meeting) | 1 out of 5 |
| Total Prospecting Year – Month – Day | $5 \times 48 = 240$ per year or 20 per month or approximately 1 per day |



Vortex Prospecting™: Key Concept 2

- Prospecting is an ongoing activity
 - Not start/stop
 - Build it into your workflow & calendar the time!

The screenshot shows the 'MTA Master Time Allocation Worksheet' interface. It includes a table for setting goals and a section for allocating time percentages.

Step 1: Set goals

| | Year | Quarter | Month | Week |
|-------------------------|------|---------|-------|------|
| New Customer Goals | | | | |
| Existing Customer Goals | | | | |
| Internal Administration | | | | |

Step 2: Allocate your time The three numbers added together should equal 100%.

| | | |
|-------------------------------|-----------------------------------|--|
| Acquire New Customers _____ % | Retain Existing Customers _____ % | Maintain Internal Administration _____ % |
|-------------------------------|-----------------------------------|--|

Step 3: Add goals to your Master Calendar Reset MTA

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Download MTA worksheet from:
http://www.valueselling.com/pdf/mta_worksheet.pdf



Vortex Prospecting™:

Key Concept 3

- Value-based interruptions
 - Focus on them and their challenges
- Be value-focused
 - Have valuable insights and information to share
 - “Industry research shows...”
 - “What we’re seeing...”
 - “Our clients tell us that...”



Vortex Prospecting™:

Key Concept 4

- Share previous successes
 - How you help other companies
 - Specific results
 - *“We helped a similar company reduce inventory costs by 20%, which freed up \$500K in capital”*
 - The more success stories, the better
 - Gives you more confidence when prospecting!



High Potential Opportunities

Leveraging prior successes...

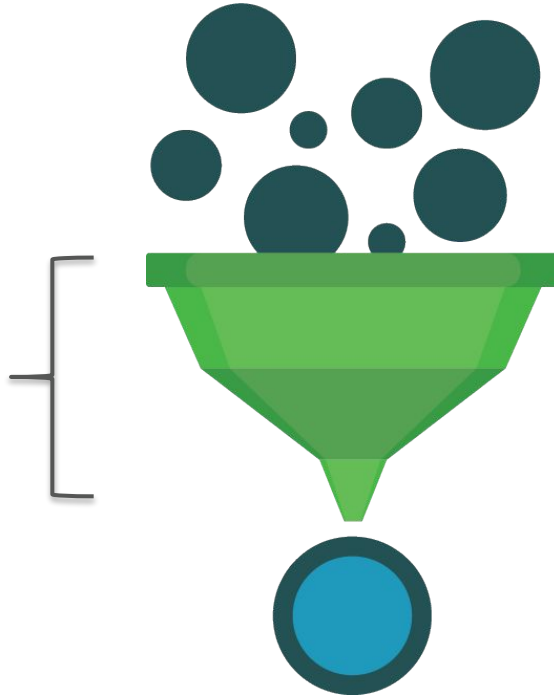
- Organizations in same/similar industry
- Different industry/similar challenges (cross industry)
- Previous customers (individuals) that have changed companies
- Referrals



To Drive Exceptional Results We Must...

Move them through
the sales process

Move them through
the buying process



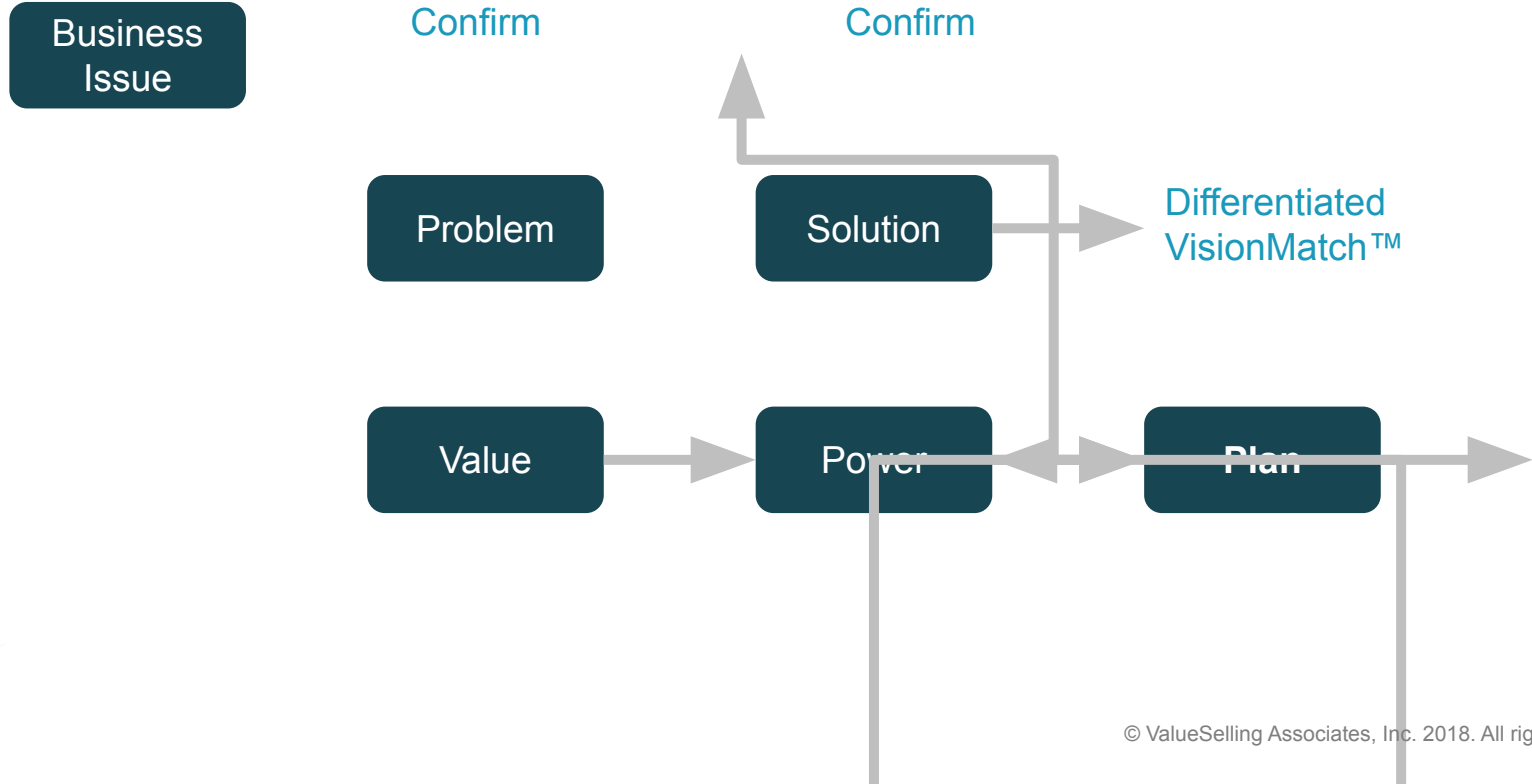
Buying Process: Show Me That You Know Me!



Solve *my* problems. Don't push!

Focus: Customer is “buying” versus Salesperson is “selling”

The Value Buying Process™



A close-up photograph of a person's hands tucked into the pockets of their blue denim jeans. They are wearing a white long-sleeved shirt. The background is a dark, textured surface. The overall lighting is dim, with a teal or blue tint.

**Keep the
solution
in your pocket**

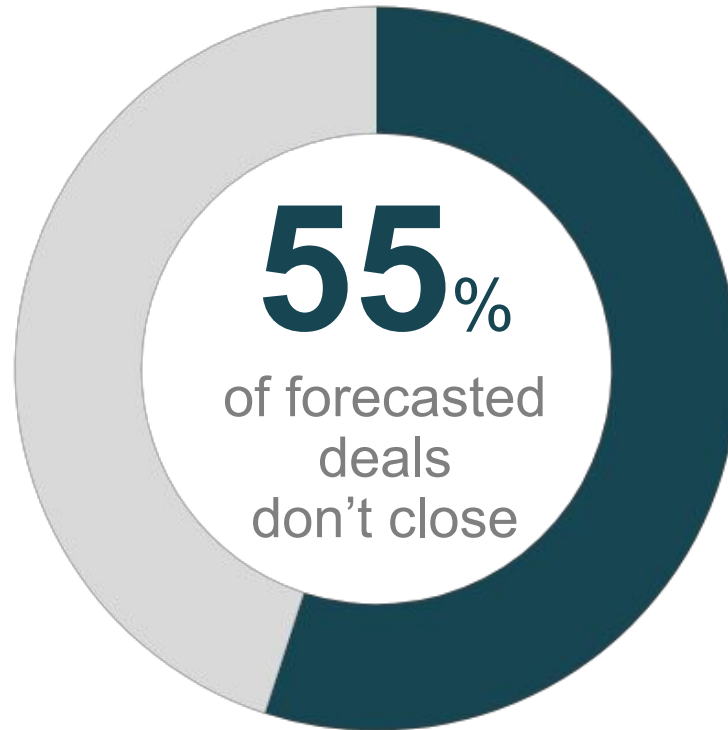
To Drive Exceptional Results We Must...



Close
Qualified?
Gaps in our knowledge?



Outcomes of a sale



Forecasting Pitfalls

Lack of connection
to a critical
Business Issue

Lack of
differentiation

Decision
Authority

Lack of
perceived
Value

Too
much
risk

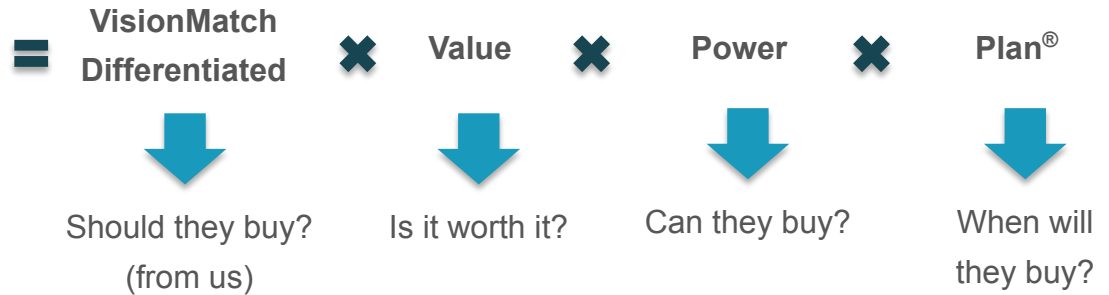


Inspecting opportunities with the Qualified Prospect Formula[®]



Elements for Selling Value

Qualified Prospect



Qualified Prospect = VisionMatch_D x Value x Power x Plan®

$$QP = VM_D \times V \times P \times P^{\circledR}$$



Qualified Prospect Formula®

- Works because it narrows the focus to the items that are most important to closing the sale.
- “Exhausting yourself trying to cover every base” does not increase the chances of winning.
- The Sin of Certainty: when you are sure you will get the deal is when you should be most vigilant.



Exceptional Qualification

Qualify your opportunities throughout the sales process...

- Repeatedly measure your process through the lens of the QP Formula
- Honesty (with yourself and management)
- Answers based on what they said or what was confirmed. Not what you think or want to believe



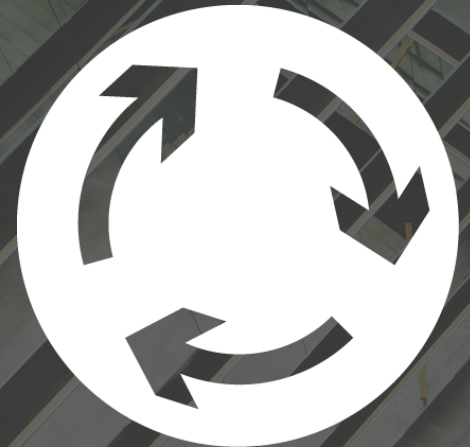


Qualification
is a continuous activity,
not an event

Re-qualify prospects regularly

Our prospect's reality is dynamic:

- Organizations change
- Fire drills happen
- People can be fickle!

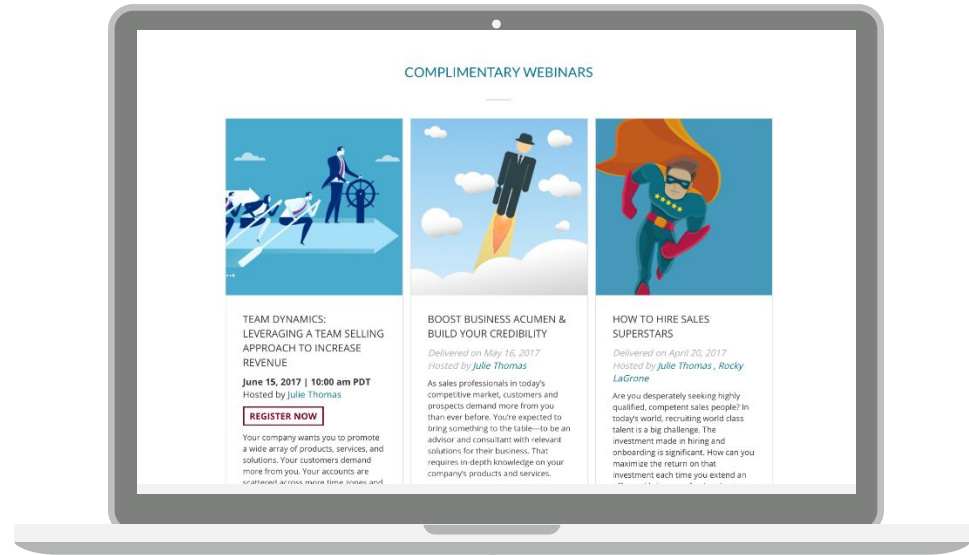


Questions?



At the end of today's webinar

Go to valueselling.com > resources > webinars to download today's slides



Save the date!

Engaging Your Prospect by
Asking Better Questions

May 17, 2018 | 10:00 AM
Pacific



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Thank you!



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