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SMME Clinic Masterclass

Selling when No-one is Buying

Selling in tough times

Paul Hartnady

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SMME CLINIC
Practical Business Remedies

SELLING when No-One is **BUYING**

OBJECTIVE

TO INFORM, UPLIFT AND MOTIVATE YOU ABOUT OPPORTUNITIES YOU CAN USE FOR BUILDING YOURS & YOUR CUSTOMERS' BUSINESSES IN TOUGH TIMES WHEN BUYERS NEED YOUR POSITIVE, CREATIVE AND PRODUCTIVE ENERGY & SUPPORT.

*When you **EMPOWER** yourself with positive beliefs you become the Creator of energy that uplifts everyone you meet or greet!!*



**ATTITUDE IS A LITTLE
THING THAT MAKES
A BIG DIFFERENCE**

Winston Churchill



SELLING when No-One is BUYING

CONTENT

1. The Downturn Landscape
2. Sales Strategies
3. Buyer Mind Influences
4. Jobs To Be Done
5. Cycle Response Modes
6. Strategic Shifts
7. Selling Activity & Productivity
8. Local Sales Tactics
9. Online Strategies
10. One Big Thing



Have a passionate Purpose to do what you love

**"Challenges are what make life interesting;
overcoming them is what makes life meaningful."**

Joshua J Marine

The Meaning of your Communication is the response you get



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KNOW THE BUYING LANDSCAPE

Strategy = Survival or Growth

Selling = Needs v Wants

Cycles = Transitions

Activity = Foxhole Inertia

Buying = Selling v Negotiation

Online = Customer Journey

Mood = Local v Global

Belief = Consistent Persistence



You can't climb uphill thinking downhill thoughts

Zig Ziglar

The Meaning of your Communication is the response you get



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THE 2 SELLING STRATEGIES

DEMAND-PULL – THEY CALL YOU

WHAT THEY WANT:

- PRICE & AVAILABILITY
- NO CHOICE
- QUOTES

NEEDS

SUPPLY-PUSH – YOU CALL THEM

WHAT THEY WANT:

- DIFFERENTIATION VALUE
- CHOICE
- PROPOSALS

WANTS

The Meaning of your Communication is the response you get



SUPPLY-PUSH RELATING IN A DOWNTURN

WHAT DOESN'T CHANGE?

THE SALES **PROCESS**
ENERGY **EXCHANGE**
TRUST **REQUIREMENTS**
EMOTIONAL **NEEDS**
OBJECTION **HANDLING**
BUYER **INFLUENCERS**
COMMITMENT



The Meaning of your Communication is the response you get



BUYING INFLUENCE FACTORS *IN A DOWNTURN*

NEED v WANT
PRICE
GAIN & PAIN
QUALITY

I NEED PETROL / I WANT CONVENIENCE
THE BEST PRICE COMES BY COMPARISON
IF I BUY IT WILL IT IMPROVE MY LOT?
WILL IT BEAT MY ANCHOR VALUE?

In a downturn position messaging for:
**COMPARISON / CONVENIENCE / LOCAL / SHORT TERM /
OPPORTUNITY**

And build into value the 8 FOUNDATIONAL (Primal) DESIRES
**1. Survival 2. Enjoyment 3. Freedom 4. Companionship 5. Comfort
6. Keeping up 7. Care 8. Approval**



***"You can get anything you want in life
if you just help enough other people
get what they want"***

ZIG ZIGLAR

The Meaning of your Communication is the response you get



JOB-TO-BE-DONE



IN A DOWNTURN, **WHY** WILL I BUY A PRODUCT/SERVICE?

To help achieve goals or overcome a challenge

*In a downturn focus on the **jobs they are trying to get done***

Why buy a coffee? *To help me –
fill my belly / provide a social interruption to shopping / pass
some time / provide a social pleasantry in a meeting exchange /
provide a caffeine jolt before a meeting....*

*“People don’t want a quarter inch drill. They want a quarter inch hole. In
fact they don’t want a quarter inch hole in the wall – they want a
comfortable room”
Theodore Levitt*

JOBs-to-be-DONE CATEGORIES

- CORE FUNCTIONAL →
- RELATED →
- EMOTIONAL →
- SOCIAL →
- CONSUMPTION →
- FINANCIAL →

COFFEE
CUP
JOLT
TREND
TASTE
MEETING

DOWNTURN DRIVER

*Identify the **JOBs** that
people do and align your
Product or Service for
DESIRED outcomes*



SUPPLY-PUSH: BUYER INFLUENCES in a DOWNTURN



Quality & Service
Sabotage power



Introductions
Endorsement power

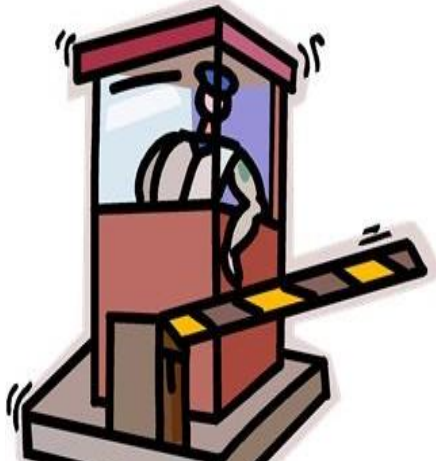
1. THE SPONSOR
 2. **THE USERS**
 3. THE GATEKEEPER
 4. **THE FINANCIER**
 5. THE SIGN-OFF
- 

**THE KEY INFLUENCE
in a DOWNTURN**

THE KEY INFLUENCE
in an UPTURN



Performance
NOT Price
Veto Power



Terms & Conditions
Power - Can't say yes
CAN say NO



Strategic Visionary
Helicopter View
Leader Power

The Meaning of your Communication
is the response you get



RESPONSE MODES in a **DOWN TURN**

KNOW THE BUSINESS LIFE-CYCLE SITUATION YOU'RE SELLING INTO



STRATEGIC SHIFTS

Changing Competitive Boundaries

<i>Head-to-Head Competition</i>	BOUNDARIES	<i>FOCUS</i>	EXAMPLES
<i>Substitutes</i>	INDUSTRY	Alternatives	Feature phones vs Smartphones
<i>Competitive Positioning</i>	MARKETS	Strategic Groups	Virgin Atlantic v Curves
<i>Better Service</i>	BUYERS	User Group Focus	We Buy Cars
<i>Maximises Value</i>	SCOPE	Offers Complementary Services	Online Stores
<i>Improves Price Performance</i>	FUNCTION	Rethinks Functionality	Swatch (Budget fashion)
<i>Adapts to Market Changes</i>	TIME	Shapes Trends	Zoom / Smartphones

ASK
AI

The Meaning of your Communication is the response you get



INCREASE SELLING ACTIVITIES

TACTICAL ENERGY EXCHANGES

**PROSPECTING RESEARCH
APPROACHES & COLD CALLS
MEETINGS
NETWORKING
SOCIAL INTERACTIONS
ATTENDING EVENTS
DOMONSTRATIONS
TRAINING
PRESENTATIONS
PITCHES
HANDLING OBJECTIONS
ETC**



SHOE in the DOOR

PERSONAL ENCOUNTERS of ANY KIND

The Meaning of your Communication is the response you get



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SELLING **PRODUCTIVITY** MEASUREMENT

CONVERSION RATIOS

SUPPLY-PUSH SELLING ACTIVITIES

(i)LEADS – (ii)CALLS – (iii)CONTACT – (iv)MEETINGS – (v)PROPOSALS – (vi)DEALS

(i-ii) – **Prospecting** Activity
(ii-iii) & (iii-iv) – **Selling** Activity
(iv-v) – **Closing** Activity
(v-vi) – **Negotiating** Activity

(A) 100-120-50-10-5-1
(B) 200-150-100-30-10-5
(C) 100-100-80-30-10-8

WHAT DOES THIS TELL US ABOUT THE SELLING PRODUCTIVITY?

A

Leads – Calls = **120%**
Calls – Contact = **40%**
Contact – Meetings = **20%**
Meetings – Proposals = **50%**
Proposals – Deals = **20%**

B

Leads – Calls = **75%**
Calls – Contact = **66%**
Contact – Meetings = **30%**
Meetings – Proposals = **30%**
Proposals – Deals = **50%**

C

Leads – Calls = **100%**
Calls – Contact = **80%**
Contact – Meetings = **35%**
Meetings – Proposals = **20%**
Proposals – Deals = **80%**

The Meaning of your Communication is the response you get



SELLING in a downturn = **SALES are LOCAL & TACTICAL**

THE **TACTICAL SHORT-TERM ENERGY EXCHANGES** THAT POSITION YOU ON YOUR PLAYING FIELD SO THAT YOU **WIN THE SALE**

*“Planning is essential before the battle. But once you are on the battle-field, planning is useless. Your options become **Strategic & Tactical** if you are to win”*

Dwight Eisenhower

(Supreme Commander Allied Forces 1944)



The Meaning of your Communication is the response you get



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ONLINE STRATEGIES

Demand-Pull

Facebook Ads / Influencers / Digital PR /
Brand collaborations / TikTok / Instagram

Meta Ads / Email Marketing / Google Ads /
Search Engine Optimisation / Instagram

Website / Email / TikTok Shop

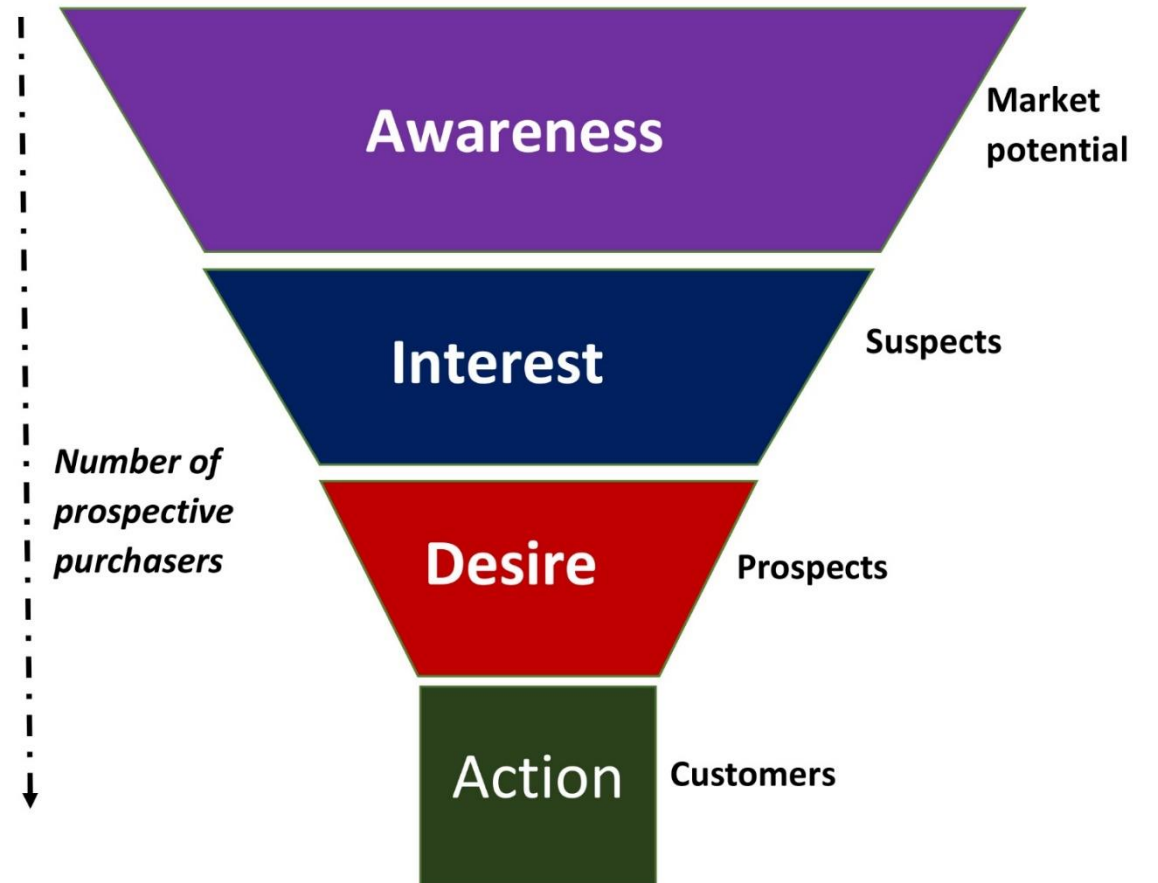
Loyalty / Chatbot / VIP Rewards / Brand
Purpose / Their Cause Support

*The Goal is to keep doing the task (over & over) even AFTER
you've achieved.*

The Meaning of your Communication is the response you get

SALES FUNNEL

CATEGORISING CUSTOMERS



The SALES FUNNEL is the
CUSTOMER JOURNEY



RISK

In a downturn there are always bigger risks that offer greater rewards
A leap of faith takes Courage which is magnetically **attractive**



*The person who risks nothing does nothing, has nothing, and becomes nothing.
They may avoid suffering and sorrow, but they simply cannot learn and feel and change and grow and love
and live.*

*Chained by their certitudes, they are slaves and have forfeited their freedom.
Only the person who risks is truly free.*

Leo Buscaglia

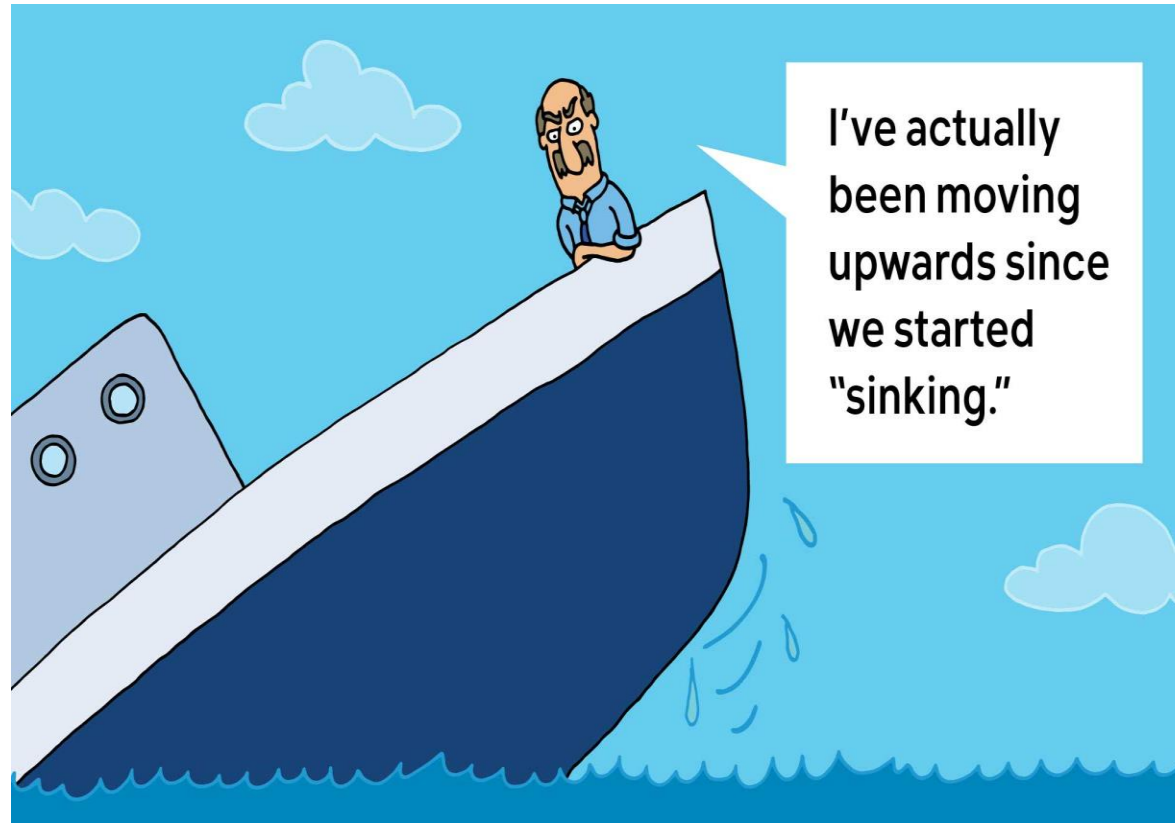
The Meaning of your Communication is the response you get



REVIEW

WHEN THE ECONOMY IS SINKING – DON'T GO DOWN WITH THE SHIP!!

LANDSCAPE
NEEDS & WANTS
JOB-2b-DONE
CYCLES
ACTIVITY
TACTICS
ONLINE (DP)
RISK



The Meaning of your Communication is the response you get



ONE THING TO REMEMBER....



IT'S HOW YOU THINK ABOUT IT

ATTITUDE; BELIEF; DILIGENCE; CREATIVITY; CYCLES

FIND OPPORTUNITY IN ADVERSITY

THE GREAT REALITY = EVERYTHING HAS AN OPPOSITE

FOCUS ON THE PROCESS NOT THE OUTCOME AND

BE CONSISTENT



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Thank You!



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