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SMME Clinic Masterclass

How to get a Sales Meeting

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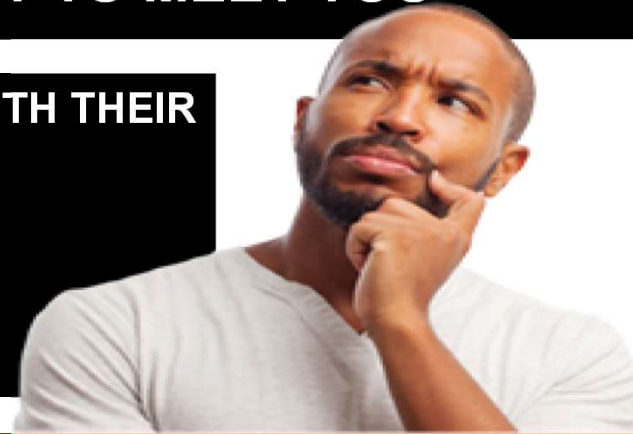


SMME CLINIC
Practical Business Remedies

OBJECTIVE

**TO LEARN HOW TO APPEAL TO A BUYER'S INTEREST THAT
WILL MAKE THEM WANT TO MEET YOU**

**WHEN YOUR APPROACH DOES NOT ALIGN WITH THEIR
INTERESTS, INSTINCTS & INTUITION
THEY WILL ASK:-
SO WHAT?
WHO CARES?
*WHAT'S IN IT FOR ME?***



***EVERY ENCOUNTER IS SITUATIONAL SO MAKE IT
PERSONAL, PERSUASIVE, RELEVANT &***



HOW TO GET A SALES MEETING

CONTENT

1. SITUATION
2. EMOTIONS
3. PERSUASION
4. OPPORTUNITY
5. APPROACH
6. FEAR
7. OBJECTIONS
8. COMMITMENT
9. REVIEW



**CORE LEARNING POINTS RED-BOXED ON
EACH SLIDE**



THEIR SITUATION – *THE INDIVIDUAL*



- Every business meeting has its own merits where **NO RULES** apply.
- There are too many differences amongst people and too much uncertainty to be predictable.
- Take nothing for granted and never make assumptions.

Know what they WANT

- You can't persuade people of anything unless you **know the pictures in their heads**
- First find out (Research) their perceptions, needs, likes and dislikes, before an approach
- Use gatekeepers, associates, referrals or anyone 'in the know' to become properly informed.

**PROSPECTING MEANS DOING RESEARCH TO
UNDERSTAND THE SITUATION YOU ARE SELLING INTO**



THEIR SITUATION – *THE BUSINESS*

- **BUYING MODES**

1. GROWTH
2. TROUBLE
3. BLIND SPOTS
4. DELUSION

- **DANGERS**

1. NEW PEOPLE
2. MISSING INFORMATION
3. OTHER INFLUENCERS
4. REORGANISATION

EVERY PROSPECT MEETING IS **SITUATIONAL**



YOUR SITUATION – MARKET POSITION

PRODUCTS/SERVICE S▶	P1 A	P2 B	P3 C	P4 D	P5 E	TOTAL
SEGMENTS ▼						
S1 RETAIL	100	150	120	50	200	R620 20%
S2 PACKAGING	200	300	0	300	0	R800 25%
S3 MINING	300	0	0	0	100	R400 12%
S4 PROPERTY	50	50	400	50	50	R600 19%
S5 HOSPITALITY	0	0	0	400	350	R750 24%
TOTAL: R 000's	R650 20%	R500 16%	R520 16%	R800 25%	R700 22%	R3170 100%

SEGMENTATION:
THE CHOICE OF
YOUR
CUSTOMERS

MEET WITH THE
PROSPECTS THAT
OFFER GROWTH
OPPORTUNITIES

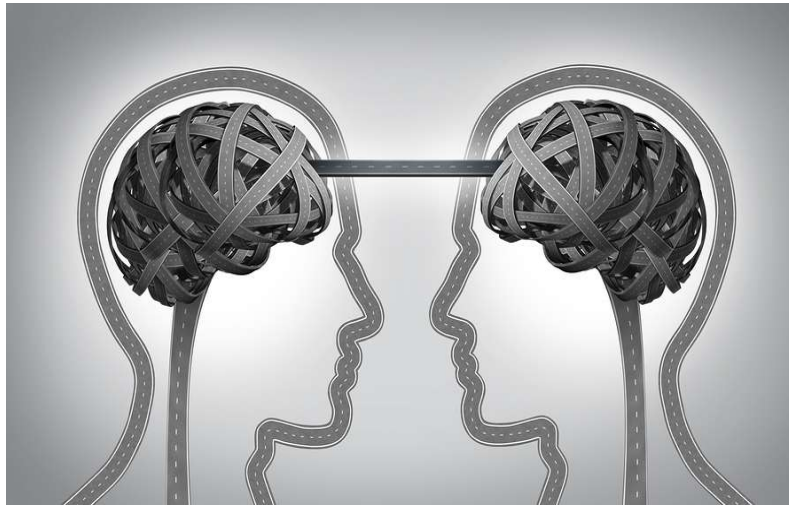


MAKE IT

Personal

EMOTIONAL INTERESTS

1. FINANCE
2. FAMILY
3. CAREER
4. SOCIAL
5. MENTAL
6. SPIRITUAL
7. PHYSICAL



PROTECTIVE INSTINCTS

Acceptance,
Connectedness,
Contentment,
Freedom,
Gratification,
Guardianship,
Prestige

MARKETING MESSAGES WORK BETTER WHEN THEY ENGAGE **FEELINGS** ASSOCIATED
WITH **INSTINCTS & EMOTIONS**



PERSUASIVE INFLUENCE

	BELIEF <i>I CAN BECAUSE....</i>	MOTIVATION <i>I WANT TO...</i>
PERSONAL	WIIFM <i>THEY ARE WITHIN MY AUTHORITY TO BUY</i>	WIIFM <i>IMPROVE MY PRODUCTIVITY</i>
BUSINESS	WIIFM <i>THE COST IS WITHIN BUDGET ALLOWANCE</i>	WIIFM <i>IMPRESS MY BOSS</i>
SOCIETY	WIIFM <i>THEY ARE RECYCLABLE</i>	WIIFM <i>SUPPORT THE ENVIRONMENT</i>

APPEAL TO THEM AT 3 LEVELS



**SPECIAL
OFFER**

OPPORTUNITY



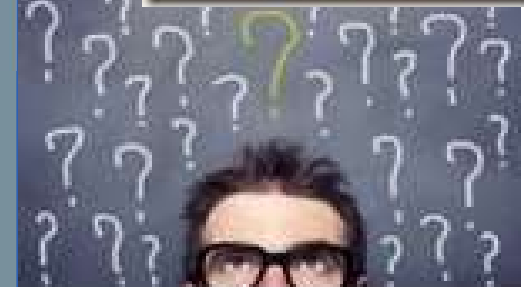
PROVIDE THEM AN OPPORTUNITY THEY CAN'T REFUSE

- A COMPELLING CURIOSITY
- SOMETHING THEY NEED TO KNOW
- SOMETHING STRATEGICALLY IMPORTANT THEY DON'T KNOW
- SURPRISING TRENDS IN THEIR INDUSTRY
- A REQUEST FOR PARTICIPATION IN A RESEARCH STUDY OF STRATEGIC VALUE
- ANYTHING THAT WILL ELEVATE THEIR MARKET PRESENCE
- A COMING CHANGE EVENT (LIKE AI)
- ECONOMIC THREATS THAT NEED PLANNED RESPONSES
- SOMETHING THAT ALLOWS THEM TO BE FIRST TO MARKET WITH
- ANYTHING ALIGNED WITH THEIR SITUATION IMPROVEMENT
- ETC

MAKE IT ABOUT THEIR INTERESTS

WHAT'S NEW?

DID YOU KNOW?



THE APPROACH to get a MEETING

EMAIL EXAMPLE

Dear Prospect

THE COMING WAVE

May I introduce myself? I am the founder of PROFITLAB. We specialise in helping businesses to increase their sales.

We are exploring the potential impact of AI on employment in your industry & would like to invite your participation in a research project.

If I may, I will call your office shortly to arrange a short 20-minutes meeting with you in this connection?

Kind regards

PAUL HARTNADY

PS. When we meet I will share with you some information on the likely effects of a post-labour economy that could affect your business in <3 years.

Your approach should exclude anything relating to what you make a living by selling

1. A headline curiosity inviting further reading
2. Polite brief introduction
3. Relevance of approach relating to THEM (not you)
4. Inviting / asking for their involvement in their interest
5. Specific purpose explained
6. Respecting opportunity offer
7. Offering additional benefit with value attributable for fair-exchange meeting

THE EMAIL SELLS THE EXPECTATION FOR YOUR CALL
IT MUST BE EXCLUSIVELY ABOUT THEIR BENEFIT



THE APPROACH to get a MEETING

THE TELEPHONE CALL EXAMPLE

GOOD DAY MR PROSPECT – THIS IS PAUL FROM PROFITLAB
CALLING & FOLLOWING UP ON MY RECENT EMAIL I SENT YOU
ABOUT AN **AI** PROJECT OPPORTUNITY FOR YOUR BUSINESS.
DID YOU RECEIVE MY MESSAGE?
WE ARE DOING AI RESEARCH IN YOUR INDUSTRY AND WOULD
LIKE TO INVITE YOUR PARTICIPATION.
CAN YOU SCHEDULE A MEETING WITH ME FOR THE PURPOSE?

HANDLE OBJECTIONS

THE CALL IS TO **SELL** THE MEETING.



1. Polite brief introduction
2. Relevance of approach relating to your email
3. Clarifying respectfully
4. Repeating opportunity offer
5. Closing
6. Handle Objections



A PRIMAL EMOTION



“I’M NOT WANTING TO SELL YOU ANYTHING”

Exams
are
Over!!!

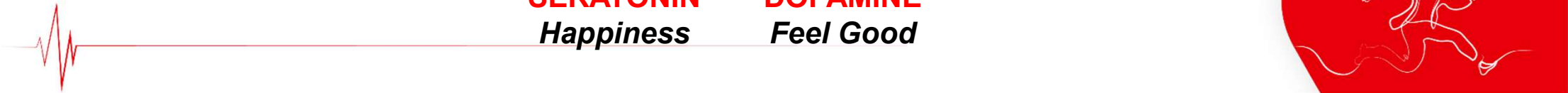
Let's Solve together



HELP

RELIEF
SERATONIN
Happiness

EXPECTATION
DOPAMINE
Feel Good



OBJECTIONS



?

1. CLARIFY
2. AGREE THEIR THINKING
3. OUTWEIGH

YOU CANNOT CLOSE UNTIL YOU'VE HANDLED ALL THEIR OBJECTIONS



COMMITMENT



“WILL NEXT
WEDNESDAY MORNING
BE CONVENIENT FOR
YOU?”

GET A COMMITMENT FOR THE MEETING AFTER HANDLING ALL OBJECTIONS



REVIEW

CONTENT

1. RESEARCH THE SITUATION
2. MAKE IT EMOTIONAL & PERSONAL
3. UNDERSTAND WHAT MOTIVATES THEM
4. SUGGEST AN OPPORTUNITY THEY WON'T REFUSE
5. SEND AN EMAIL THAT SELLS YOUR CALL
6. DISSOLVE THEIR PRIMARY FEAR
7. HANDLE ALL THEIR OBJECTIONS
8. CLOSE BY GETTING THEIR COMMITMENT

MAKE IT ABOUT THEM & THEY WILL RESPOND IN KIND



HOW TO GET A SALES MEETING – CORE LEARNING POINTS



MAKE IT ABOUT THEM

CREATE SOMETHING INVITING

FOCUS ON THE RELATIONSHIP

**DON'T TRY AND SELL THEM ANYTHING
OTHER THAN THE MEETING**



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Thank You!



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