



Building a High Growth Sales Process

With Shane Gibson
Professional Speaker &
Author

@ShaneGibson

“Selling...

...is about creating an environment where an act of faith can take place”

Sales Funnel

- Should have two holes
- Prospects and clients seem to fall out well before they reach the end of the process
- Sometimes they seem to live in the funnel forever



6 Common Holes

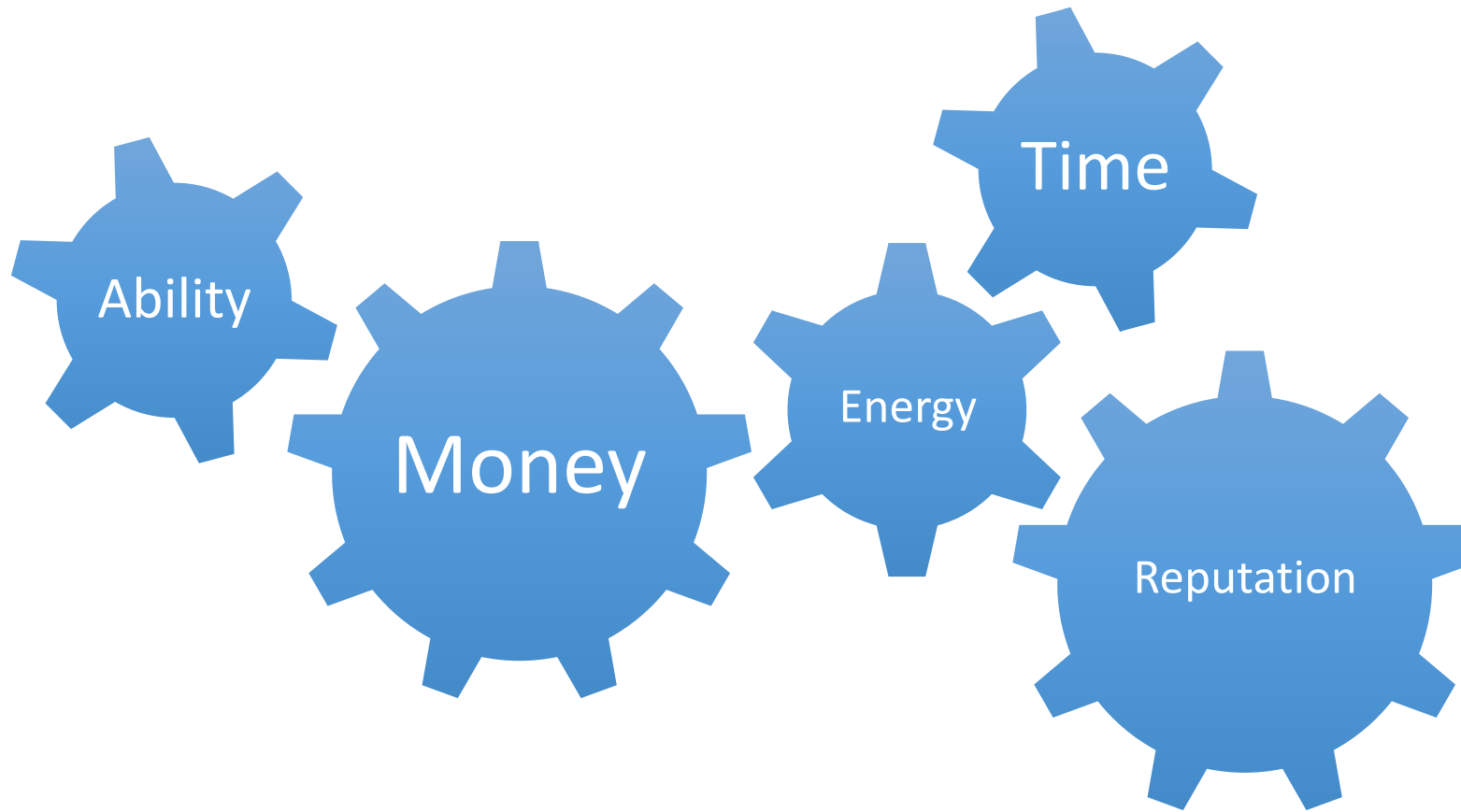
1. Lack of consistent input (Funnel Time)
2. Poor quality on input (qualifying)
3. Slow response times
4. Lack of insight
5. Lack of follow-up / nurturing
6. Lack of a CRM / CRM process

You are a decision maker

Spend?

Your Assets

Invest?



The ABC 's of Targeting

© Bill Gibson & KBI 1997-2016

CATEGORY	USERS		NON-USERS	
	RETAIN	DEVELOP	REGAIN	GAIN
A Absolute				
B Beneficial				
C Convenient				

High Yield
& Larger
Investment

↑

↓

Lower Yield
& Smaller
Investment

Pro-Active &
High Relation-
ship Selling

↑

↓

Passive &
Lower Rela-
tionship Selling

Do your ABC's on:

- A prospects
- A steps
- A corporate activities
- A education opportunities / networking opportunities
- A personal activities

A List

- 5 A category referrals and power centers you absolutely must make more time for next month?
- 5 A category prospects that need more attention or an immediate follow-up?
- 5 A category clients I need to spend more time developing?
- 5 A category online or offline networking tools/events I should attend or engage in

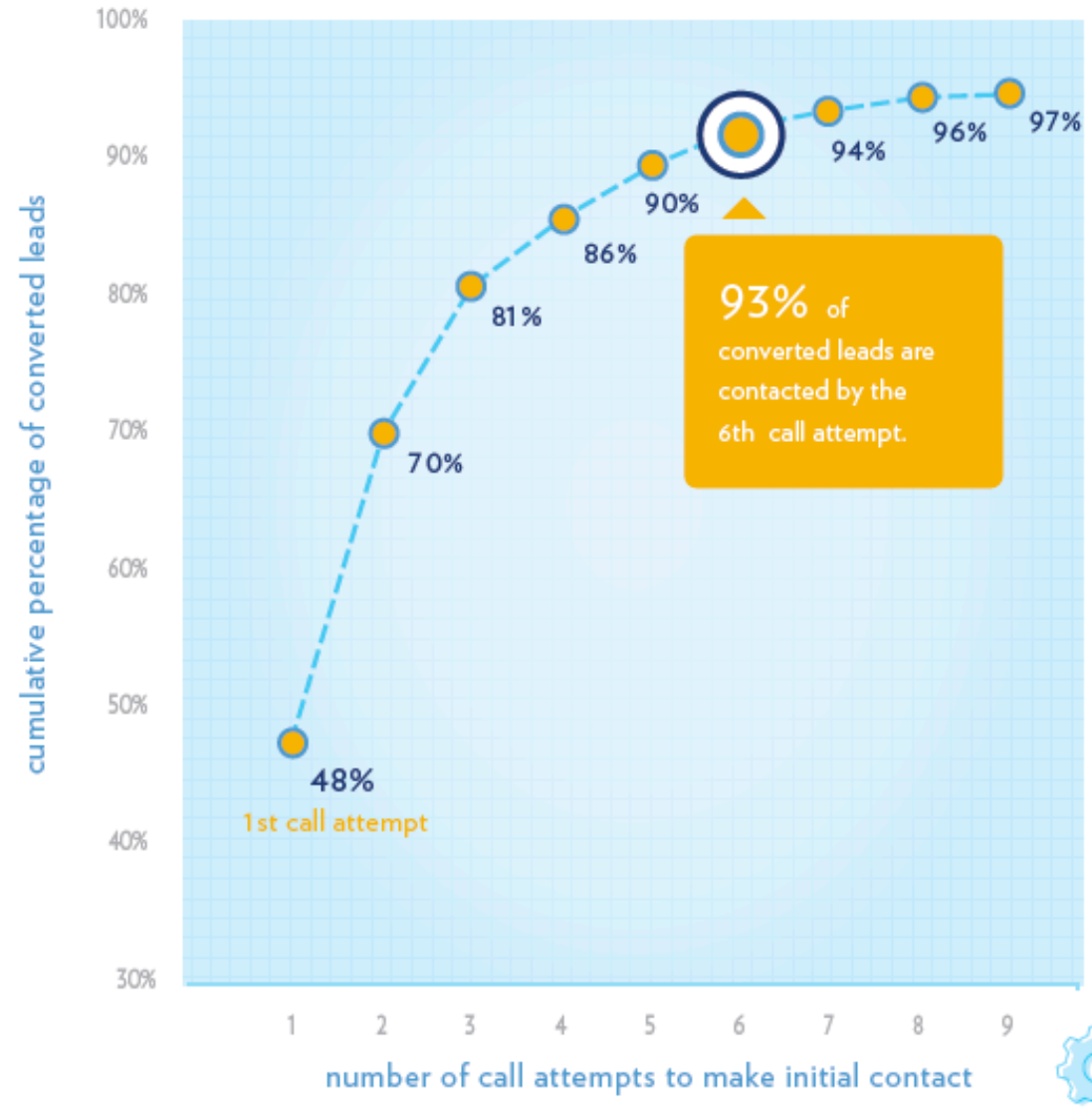
Rapid Response

- Odds of contacting a new lead is **100 times greater** within 5 minutes versus 30 minutes
- Odds of entering the sales process, are **21 times greater** when contacted within **5 minutes versus 30 minutes.**
 - Dr. James Oldroyd, Lead Response Management Study (InsideSales.com)

Follow-up 5-6 times

Velocity Study:

Figure 2: The Optimal Number of Calls



Nurtured Leads

“Nurtured leads make 47% larger purchases than non-nurtured leads.”

– Annuitas Group

According to Forrester Research, companies that excel at lead nurturing generate 50% more sales leads at 33% lower cost per lead.

- DemandGen Report

“80 percent of prospects that don’t make the grade today will go on to buy from someone within the next 24 months.”

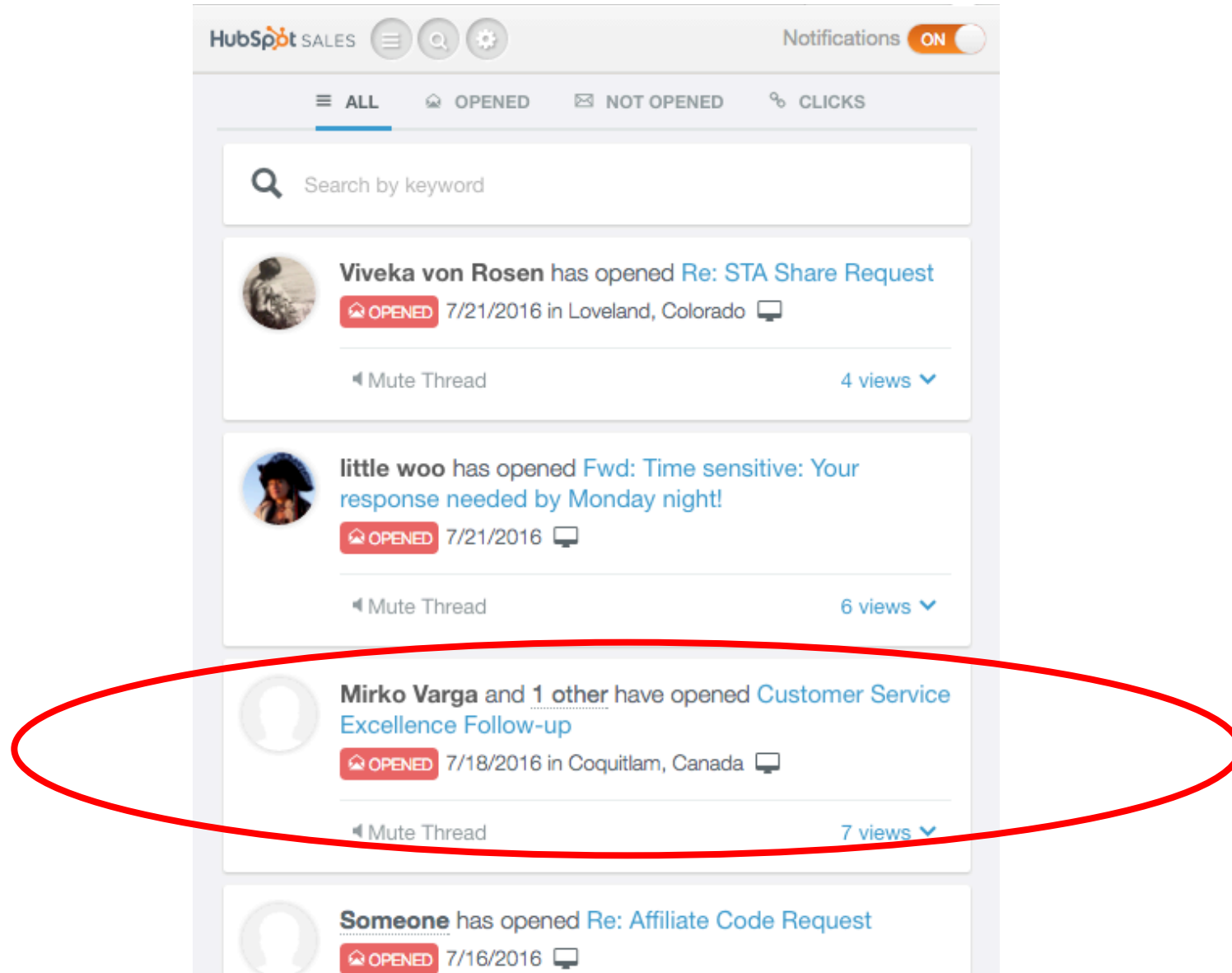
- SiriusDecisions

Touches

- In-person meeting
- Social Get-together
- Phone Call
- Lunch / Meeting
- Handwritten cards
- Networking event
- Conference
- Tour
- Personal email
- Coffee / Lunch
- Hangouts / Skype
- Text
- Team member contact
- Swag / gifts
- Golf / Day on the Mountain
- Business intelligence

Social/Digital Touches

- Twitter interaction / question
- LinkedIn connection, comment, like, message
- Facebook like, comment, message
- Share design insights / Pinterest boards
- Forward relevant blog
- Whitepaper / Case studies
- Sharing their content
- email / newsletter



The Art of Asking Questions

**“I’ve heard
many people
talk their way
out of a sale
but I have
heard very few
listen their way
out of a sale.”**



-Zig Ziglar-

70/30 Selling



A close-up photograph of a person's hands. The right hand holds a silver pen, poised to write on a white notepad held by the left hand. The background is blurred, showing a blue shirt. A semi-transparent grey box is overlaid on the right side of the image, containing the title and a list of points.

Needs Analysis

- Forces you to listen
- Shows real interest
- Nothing is missed
- Is a record
- Free education
- Leads the customer

Would it help to know the clients':

Likes

Dislikes

Fears

Beliefs

Problems

Achievements

Challenges

Objectives

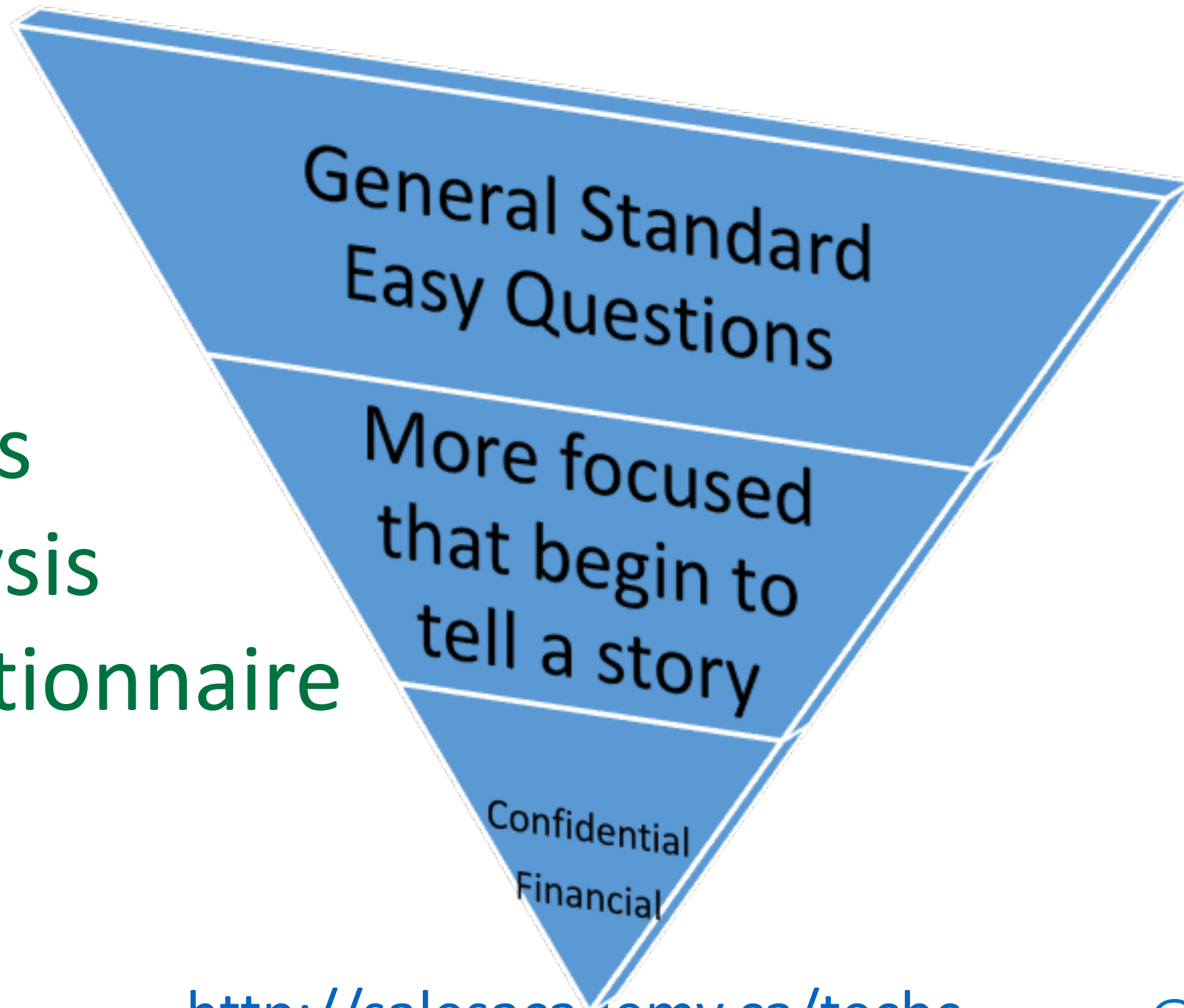
Values

Goals

Motivations

Dreams

Needs Analysis Questionnaire



3 Rules

1. Never sell during the needs analysis
2. Watch their tone and body language
3. Watch your tone and body language

Varied Questions Create Contrast

- Open
- Closed
- Leading
- Requests



3 Vital Questions

1. Have I missed anything?
2. Do you have any questions for me?
3. Based upon what you have shared with me, would you mind if I shared with you how I think we could help you?

Prospecting is a...

- Mind-set
- Discipline
- Life skill
- Sense of expectant, positive curiosity

Focus For Maximum Results

- Do your A,B,C's on:
 - Referral sources
 - Networking events
 - Associations
 - Types of Prospecting
- Be on 24/7 vs. 9 to 5
- Have system for follow-up

My Funnel Sources Q1

- Board of Trade/Chamber of Commerce, Distinguished Speaker Events, Luncheons
- Guest Speaking
- UBC Events
- Terminal City Club, Marine Clubs, Rowing Club etc.
- Business Coaches
- CRM Partnerships
- Lunch with my network
- Social Engagement Online
- BIA's
- Local MLA/MP Events
- BCTIA
- Scotch and Craft Beer and Wine Festivals
- Volunteer for A category charity or community events
- Shane's VIP mixer
- Sales Meetup
- Twitter leads
- LinkedIn leads daily

Social Selling / Prospecting

A 3-month study of 500+ sales pros in the B2C and B2B space found that salespeople with social media aptitude were **6X more likely to exceed quota** than those with moderate or minimal social media use and competency.

(Kitedesk / A Sales Guy Consulting Inc.)



Steve's Social Graph



Google search results for "steve behrlich".

Web Images News Videos Maps More ▾ Search tools

About 3,410 results (0.40 seconds)

Steve Behrlich | LinkedIn
<https://ca.linkedin.com/in/stevebehrlich>
View Steve Behrlich's (Canada) professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Steve Behrlich ...

Steve Behrlich (@stevebehrlich) | Twitter
<https://twitter.com/stevebehrlich> ▾
The latest Tweets from Steve Behrlich (@stevebehrlich). Global nomad - entrepreneur - President, OnRes Systems: online reservation system specialists - GDS ...

Images for steve behrlich Report images


More images for steve behrlich





Uploads from Steve Behrlich - YouTube
<https://www.youtube.com/playlist?list=UUpB63E4n5-xhFvJywdULQHQ> ▾
Steve Behrlich · Home · Videos · Playlists · Channels · Discussion · About · > Play all.
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Steve Behrlich - Great hotel - I highly recommend...
<https://www.facebook.com/edsonsundownerinn/posts/423716441082883> ▾
Steve BehrlichSundowner Inn · August 21, 2013 · North Vancouver, Canada · Great hotel - I highly recommend... Like · Comment · Share · Sundowner Inn likes ...

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Peter Boys CAFA

Owner, Boys Financial Services
Stettler, Alberta, Canada | Financial Services


Current	Boys Financial Services
Previous	Walton Capital Management Inc., KEE Canada Ltd., R & B Farm Equipment Ltd.
Education	West of Scotland Agricultural College

[Connect](#) [Send Peter InMail](#) 

500+ connections

 <https://ca.linkedin.com/in/peterboyscafa>  Contact Info

Background




Summary

27 years in the farm equipment business in Western Canada from service to wholesale and retail, with 11 years spent as a partner in a farm equipment dealership at Grande Prairie, Alberta. Now in my 18th year in the financial services business working as an independent financial advisor.


Choosing the right benefit plan can be complicated.

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Rodney Pimm, CHS, EPC
VP - Distribution

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Summary

27 years in the farm equipment business in Western Canada from service to wholesale and retail, with 11 years spent as a partner in a farm equipment dealership at Grande Prairie, Alberta. Now in my 18th year in the financial services business working as an independent financial advisor.

I partner with a team of professionals to help farm & small business owners manage risk, grow their wealth with innovative investment, insurance and banking strategies .

Specialties: Helping families, farmers and small business owners to develop and implement custom retirement and estate planning road maps. I refer client's to Manulife's Tax & Estate Planning Group, MNP and Grant Thornton to help me develop farm and small business owner's sale & succession plans.

Experience

Owner

Boys Financial Services
July 1997 – Present (18 years 10 months)

My business mandate is to preserve and protect my client's health, wealth and lifestyles. Educating them to make smart choices with their money and to pay themselves first.

▼ 1 recommendation

Deepak Lodhia
Professional Speaker- Build A Better Team, Get Better Results

Securities Incorporated

Rodney Pimm, CHS, EPC
VP - Distribution

Mitch Reynolds, MBA, RRC
Creating success in Financial Services for clients and advisors through educating and developing others.

Chris Holmes
Self Employed at Quality Greens Farm Market

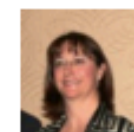
Stephen Telfer
Manager at Ideal Solutions Financial

Richard Canfield
Certified Infinite Banking Practitioner & Financial Advisor at Richard Canfield

Robin Brodhurst
CFO at Helios Global Tracking Ltd

Jane Trentini
CFP CLU Managing Partner of Trentini Wusyk & Associates

Ryan King
Portfolio Strategies Securities Inc. &



Insurance Marketing



and 1 more connection in

in

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Jesse Vu

Visionary Entrepreneur and Senior Managing Director
Calgary, Alberta, Canada | Financial Services

CurrentExceedia Consulting Ltd., Exceedia Financial Services Inc.

PreviousWFG - World Financial Group, Youville Residence,
Government of Alberta

EducationThe University of Calgary

Connect

Send Jesse InMail

500+connections

https://ca.linkedin.com/in/jessevu

Contact Info

Posts

Published by Jesse

Do you have an outdated will?
March 13, 2016

10 Reasons Why You Need a Mentor
November 13, 2015

Do you need a financial advisor?
August 16, 2015

Background

Summary

As senior managing director, I set the tone for our company's image, management and operations. I also

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You

EPCOR

Shane, get the latest on EPCOR Jobs, News & more!

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People Also Viewed

Ethan Dang
Managing Partner at Exceedia Financial Services Inc.

Crystal Cruz
Founder & Owner at Rebel Rose Beauty Lounge


David Miller
Currently looking for a new opportunity

Nancy Bruneau (Mansolino)
CEO Marketing Director - World Financial Group & World System Builders

Jason Tremel
Marketing Director at World Financial Group (WFG)

Lina Stadler
Senior Marketing Director-Career advisor/coach/mentor for new consultants.

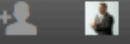
Richard Allen
Creative Director at Clix Saver

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- Canadian Securities Course (CSC)
- The Canadian Investment Funds Course (IFIC)
- Level II Life Insurance License (Alberta)
- Level I Life Insurance License (Alberta)
- Accident & Sickness License (Alberta)

Current board and committee positions:


- Chair of the Life Insurance Council of Alberta
- Vice-Chair of the Alberta Insurance Council
- Member of the Alberta Insurance Council Audit Committee
- Member of the Life Insurance Council of Alberta


Previous board and committee positions:


- Appointed by the Alberta Government to the board of the Alberta Veterinary Medical Association
- Life Insurance Company representative on the Life Insurance Council of Alberta
- Member of the Code of Conduct Subcommittee of the Life Insurance Council of Alberta
- Life representative on the Continuing Education Accreditation Committee of the AIC
- National Treasurer of the Retirement Planning Association of Canada (RPAC)
- Alberta Treasurer of the Retirement Planning Association of Canada (RPAC)




How to choose Life Insurance with Kenneth D...


**Wade Baldwin CFP**
Financial Advisor at Sunlife


**Stephanie Stewart**
Founder of Affluence Partners Inc. ♦
Bear Market Proof your Capital ♦
Lifetime Income ♦ Succession Planning

**Kerry Cooper**
Regional Vice President at Hub Financial Inc.


**Christina Koshman**
Senior Tax and Estate Planner at National Bank Financial

How You're Connected

 You

 Leah Costello

and 14 more connections in common
[Get introduced](#)

 Ken Doll, CFP, CLU, TEP

Listening



<http://salesacademy.ca/tecbbc>

@ShaneGibson

Business Intelligence

- Twitter.com/search
- Facebook Graph Search
- Instagram #tag + location search
- LinkedIn.com home
- LinkedIn advanced search

Stakeholder + Trigger Event Spotting



Twitter Search

The screenshot shows a web browser window with the Twitter website. The address bar displays the URL <https://twitter.com/hashtag/CPASummit?src=hash>. The Twitter navigation bar includes links for Home, Moments, Notifications, and Messages, along with a search bar containing the hashtag #CPASummit and a 'Tweet' button. The main content area is titled '#CPASummit' and features tabs for Top, Live, Accounts, Photos, Videos, and More options. On the left sidebar, there is a 'Who to follow' section with profiles for Vancouver BC, @sabrina_khoury, and John Smith, and a 'Vancouver Trends' section showing #420Vancouver. The main feed displays two tweets: one from Tina Varughese (@TinaVarughese) mentioning @CPA_AB and the #CPASummit, and another from CPA Alberta (@CPA_AB) promoting an interactive session by @TinaVarughese. At the bottom of the feed is a large green banner for the 'ELEVATE 2016 ACCOUNTABILITY SLIMMIT' event, scheduled for Friday, June 3 at the Shaw Conference Centre.



Social Proximity

in PREMIUM Wedding Planner Advanced

Home Profile My Network Jobs Interests Business Services Upgrade

Search

Advanced >

All
People
More...

Keywords
Wedding Planner

First Name

Last Name

Title

Company

School

Location
Located in or near:

Country
Canada

Postal Code
V5N2J3

Within
50 mi (80 km)

71 results for **Wedding Planner** Save search

2nd Connections

Some search results have been filtered to improve relevance.
[Show all results](#)

Harumi Suzuki ^{2nd}
Owner & Principal **Wedding Planner** at Harumi Signature Weddings & Events
Vancouver, Canada Area • Hospitality
▶ 25 shared connections • Similar
Current: Owner & Principal **Wedding Planner** at Harumi Signature Weddin...

Raphaella Schneider-Friedman ^{2nd}
Wedding and Event Planner
Vancouver, Canada Area • Events Services
▶ 9 shared connections • Similar
Current: Associate **Wedding and Event Planner** at DreamGroup Productions

Brittany Denunzio ^{2nd}
Wedding Planner
Vancouver, Canada Area • Events Services
▶ 9 shared connections • Similar
Current: **Wedding Planner** at Denunzio Weddings

Liza Kenny ^{2nd}
Catering Sales & **Wedding Event Planner** at Grouse Mountain
Vancouver, Canada Area • Events Services
▶ 4 shared connections • Similar
Current: Catering Sales & **Wedding Event Planner** at Grouse Mountain

Jhona Gregorio ^{2nd}
Manager, Sales and Promotions, **Wedding Planner/Consultant**, Entrepreneur
Vancouver, Canada Area • Events Services
▶ 4 shared connections • Similar
Current: **Wedding Planner/Consultant** at Jhona Events

Michelle Chan ^{2nd}
Owner & Principal **Planner** at Eternity Moments **Wedding & Events Planning**
Vancouver, Canada Area • Events Services
▶ 4 shared connections • Similar

There's more to a Group Savings plan than just the plan
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**W. Ty Miller**

Vice President at SAP

Studied at **The George Washington University '00**Lives in **Vancouver, British Columbia**2 mutual friends: **Cathy Oye** and **Ray Torresan**

Add Friend

Message

**Wilson Yeung**

Associate Technical Consultant, Big Data and Cloud Analytics at SAP

Read **The Well of Echos Quartet**Lives in **Vancouver, British Columbia**1 mutual friend: **Peter Woo**

Add Friend

Message

**Cho Wang**

Works at SAP

Studied Marketing at **SFU '08**Lives in **Vancouver, British Columbia**1 mutual friend: **Kim Jang**

Add Friend

Message

**Kasra Houshidar**

Associate Account Executive at SAP

Read **A Song of Ice and Fire, The 4-Hour Workweek** and **No Logo**Lives in **North Vancouver, British Columbia**3 mutual friends including **Jon Jlal Malach** and **Sep Baz**

Add Friend

Message

**Susan Byars Ross**

VP at SAP

Studied Master's Degree at **Georgia State University '96**Lives in **Alpharetta, Georgia**1 mutual friend: **Jason Rushforth**

Add Friend

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**Mike Prosceno**

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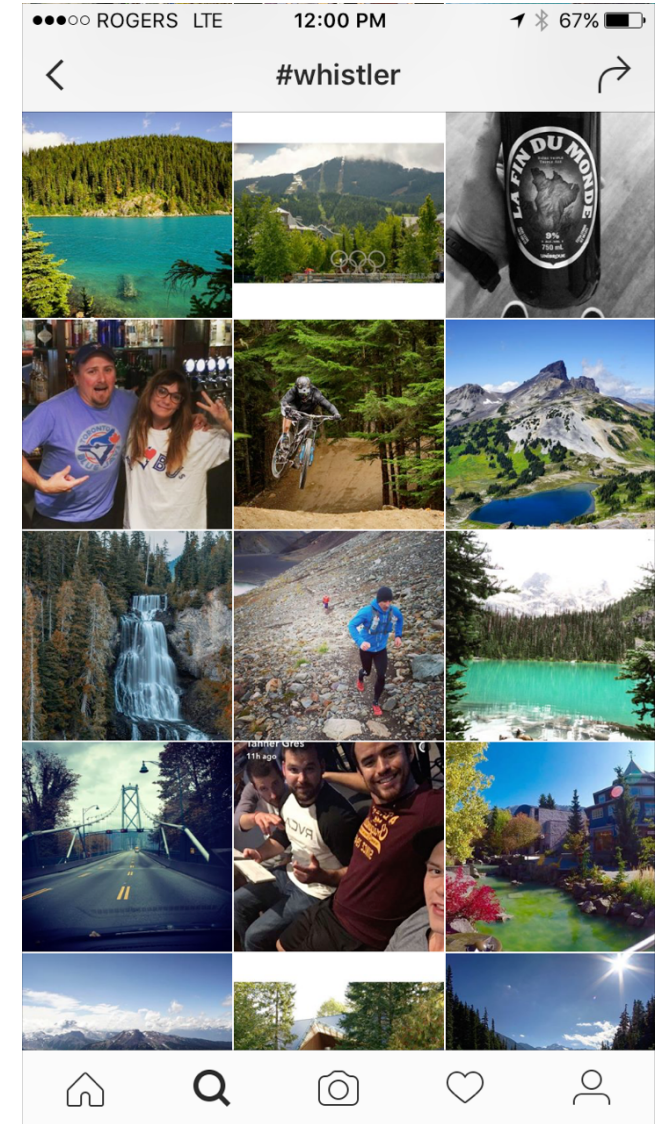
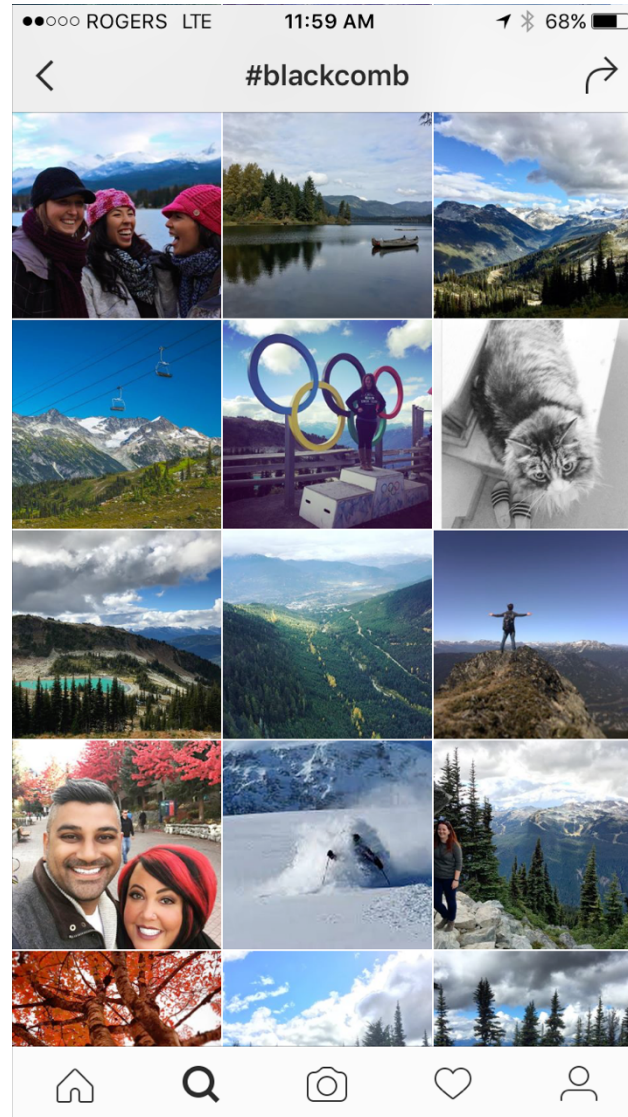
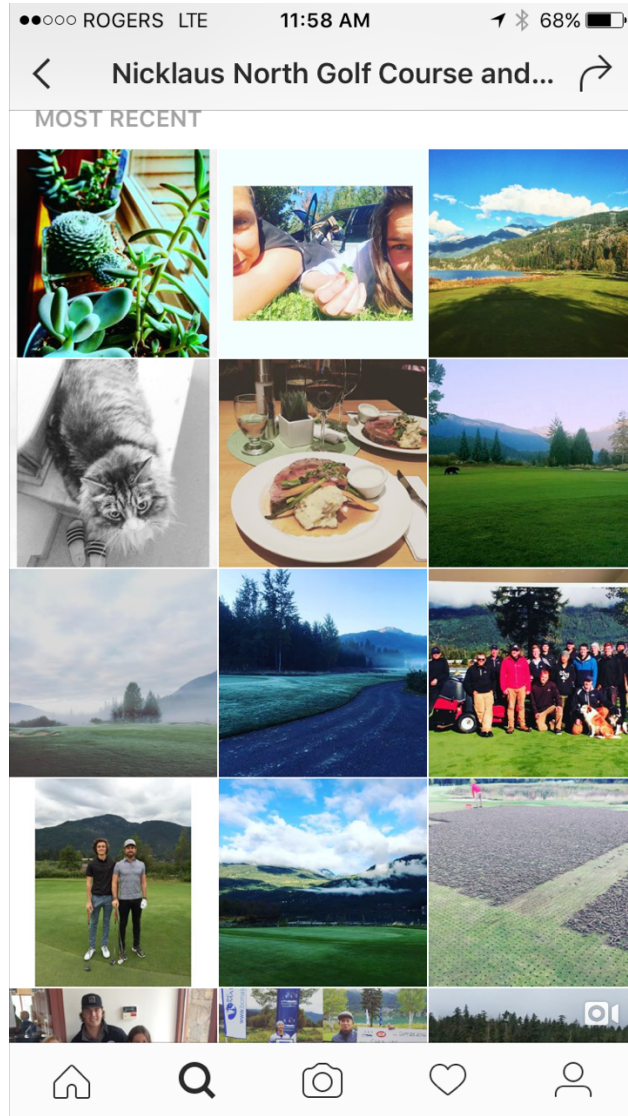
**\$28 This Chic Coat**

Men's Fashion Jackets \$12-\$30, Best Price & All Styles, New Sign Up Get 10% Off, Shop Now

Lesha Vasquez likes this

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Facebook © 2015



The screenshot shows a web browser with multiple tabs open, including Twitter, LinkedIn, Facebook, and various sales training resources. The main content is the Twitter profile of Austin Nairn (@AustinNairn). The profile features a header image of a sunset over water and a profile picture of a man in a suit. The bio identifies him as a 'Health Nut, Soccer Player, and Community Volunteerism Enthusiast' and mentions his role at the Vancouver Board of Trade. The statistics show 1,040 tweets, 1,207 following, 907 followers, and 87 likes. The tweet feed shows two retweets from Jill Earchy and BoardofTrade. A sidebar on the right is open, displaying 'Lead Details' with dropdown menus for 'Lead Source', 'Lead Status', and 'Lead Type', and a 'Tags' section at the bottom.

Austin Nairn
@AustinNairn
FOLLOWS YOU

Health Nut, Soccer Player, and Community Volunteerism Enthusiast. Mentorship, Young Professional, Small Business and Diversity Champion.

Vancouver
boardoftrade.com
Joined March 2011

TWEETS 1,040 | FOLLOWING 1,207 | FOLLOWERS 907 | LIKES 87

Tweets | Tweets & replies | Media

Austin Nairn Retweeted
50 Jill Earchy @jearthy · Jun 9
The #WeForSheBC Conference will connect emerging + established leaders to expedite diversity: WeForSheBC.ca Oct 14 #WeForSheBC @BoardofTrade

Austin Nairn Retweeted
60 BoardofTrade @BoardofTrade · Jun 9
JUST IN: @BCGovNews @BoardofTrade + @TheWEBAlliance are excited to announce #WeForSheBC WeForSheBC.ca #bcpoli #gvybot

Lead Details

Lead Source
--- Select Lead Source ---

Lead Status
--- Select Lead Status ---


Lead Type
--- Select Lead Type ---

Tags
feedback import - Sh... Feedback...

Today **Contacts** Signals Messages Group Messages Activities Deals Reports

Search Contacts

+ Add Person + Add Company << Back to list



Austin Nairn ★ ⌚

Membership Services Manager at [The Greater Vancouver Board of Trade](#)
Vancouver

Email anairn@boardoftrade.com work
anairn@boardoftrade.com other

Director, Member Programs at The Vancouver Board of Trade

A facebook import - Shane G. Facebookers Gmail google

Show All Tags | Edit Tags

Status

Last contacted:
by team: 14 hours ago
by me: 14 hours ago

Lead details:
Type: [Add type](#)
Status: [Add status](#)
Source: [Add source](#)

Pending deals:
No related deals. [Add one](#)

Edit

Take The Tour

Take The Tour

☐ Don't show again

Social Networks [View streams](#)

[in](#) Austin Nairn

[@AustinNairn](#) ✓ Friends

[f](#) Austin Nairn

[s](#) Austin Nairn

Smart Summary [Share](#)

Experience

Austin has been working at [Vancouver Board of Trade](#) as Director, Member Programs since 2013.

Austin's Bio

Health Nut, Soccer Player, and Community

[Add Activity](#) [Send Message](#) [Add Note](#) [Assign Deal](#) [Attach File](#)

[Task](#) | [Event](#) | [Log Touch](#)

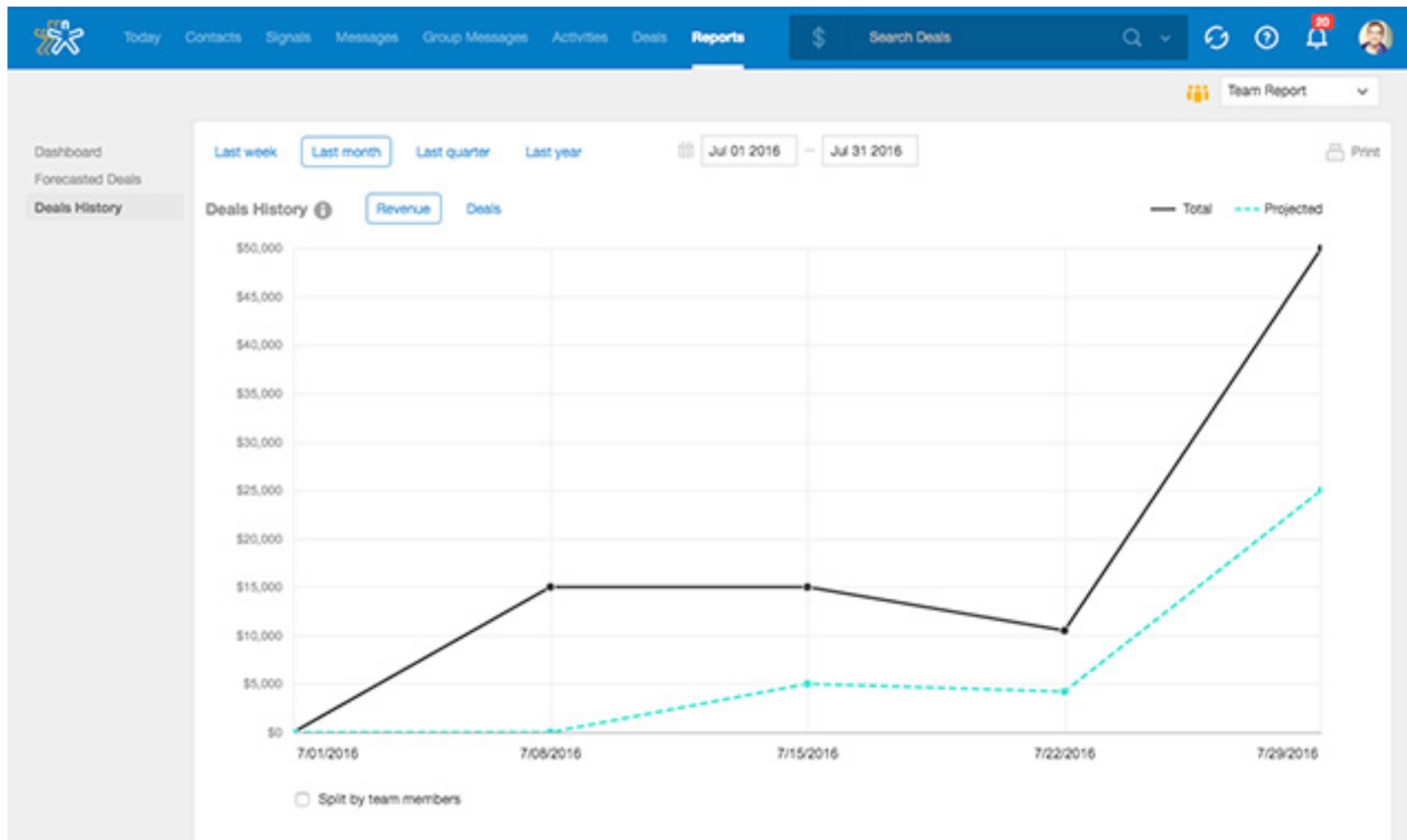
Add a task

Pending & History Contact Info **Social** Quick Lookups Attachments

The screenshot displays a CRM dashboard with a blue header bar containing navigation links: Group Messages, Activities, Deals, Reports, and a Search Contacts bar. A notifications bell icon shows 15 unread items. The main area features contact cards for Bill Banham and Mik Le. A 'To Do Today' section lists tasks like 'Sample Ta', 'Ask about', 'Follow-up', and 'Send speaker package', many marked as 'Overdue'. A 'Notifications' dropdown is open, showing messages from van@autoformco.ca, Mike Wood, and Catherine.McIntyre@rci.rogers.com. A 'ranked opportunities today' section is partially visible on the left.

The screenshot displays a CRM interface with a top navigation bar and a main pipeline view. The navigation bar includes links for Today, Contacts, Signals, Messages, Group Messages, Activities, Deals, and Reports. A search bar for 'Search Deals' is also present. Below the navigation bar, there are buttons for 'New Deal', 'Export to CSV', and 'Customize Stages'. The pipeline view shows five stages, each with a header indicating the total value and number of deals in that stage. The stages are: Qualification (\$50,000 / 3 Deals), Needs Analysis (\$35,000 / 3 Deals), Value Proposition (\$826,000 / 3 Deals), Decision Makers (\$10,500 / 2 Deals), and Proposal. Each stage contains deal cards with the following details: Deal Name, Value, Date, and a 'Reopen deal' link. The Deal Name field also includes a 'Test' button.

Qualification \$ 50,000 / 3 Deals	Needs Analysis \$ 35,000 / 3 Deals	Value Proposition \$ 826,000 / 3 Deals	Decision Makers \$ 10,500 / 2 Deals	Proposal
Test Deal Mark \$30,000 Ionia Palmer Feb 19, 2016 Reopen deal	AdRoll \$5,000 Apr 1, 2015 Reopen deal	Deal Name \$1,000 Sep 30, 2014 Reopen deal	Test Dec 2, 2014 Reopen deal	
Flexjobs \$15,000 Apr 1, 2016 Reopen deal	Hootsuite \$10,000 Apr 1, 2015 Reopen deal	24822 Elena Dr \$775,000 Robert Kelly Apr 30, 2016 Reopen deal	IBM \$10,500 Feb 26, 2016 Reopen deal	
Test \$5,000 May 27, 2016 Reopen deal	Nimble Q&A \$20,000 May 31, 2016 Reopen deal	Test Deal \$50,000 Jun 7, 2016 Reopen deal		



Action Steps

1. Develop your ABC's of targeting criteria
2. Develop a frequency selling tool-kit
3. Implement the process into a CRM
 - a) Tag A category prospects
 - b) Set a recurring task
 - c) Use value-added touches at each interval
 - d) Map your funnel steps and track ratios
4. Develop a needs analysis and start using it systematically