



Exponential Selling

With

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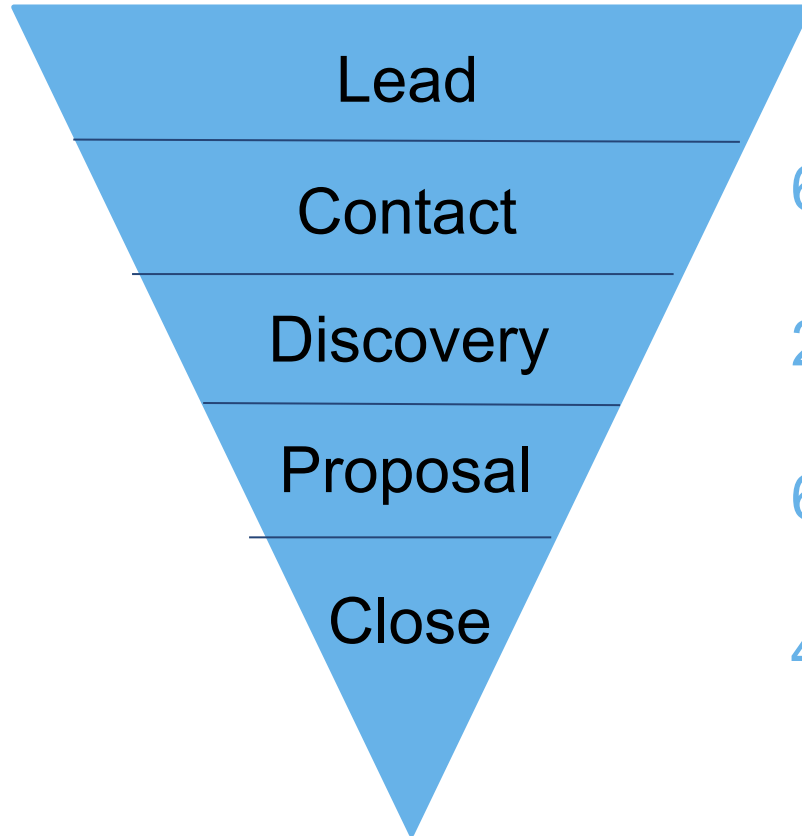
Author & Professional Speaker

Closing is a process not an event

Exponential Sales Growth

“A coordinated and achievable series of shifts in your sales process that create significant growth for you and your organization.”

Improving our sales process by **10% in 5 key areas** is the same as increasing our outbound sales calls or **increasing our marketing spend on lead generation by 50%.**



200 Leads

60%

120

Discovery

25%

30

Proposal

60%

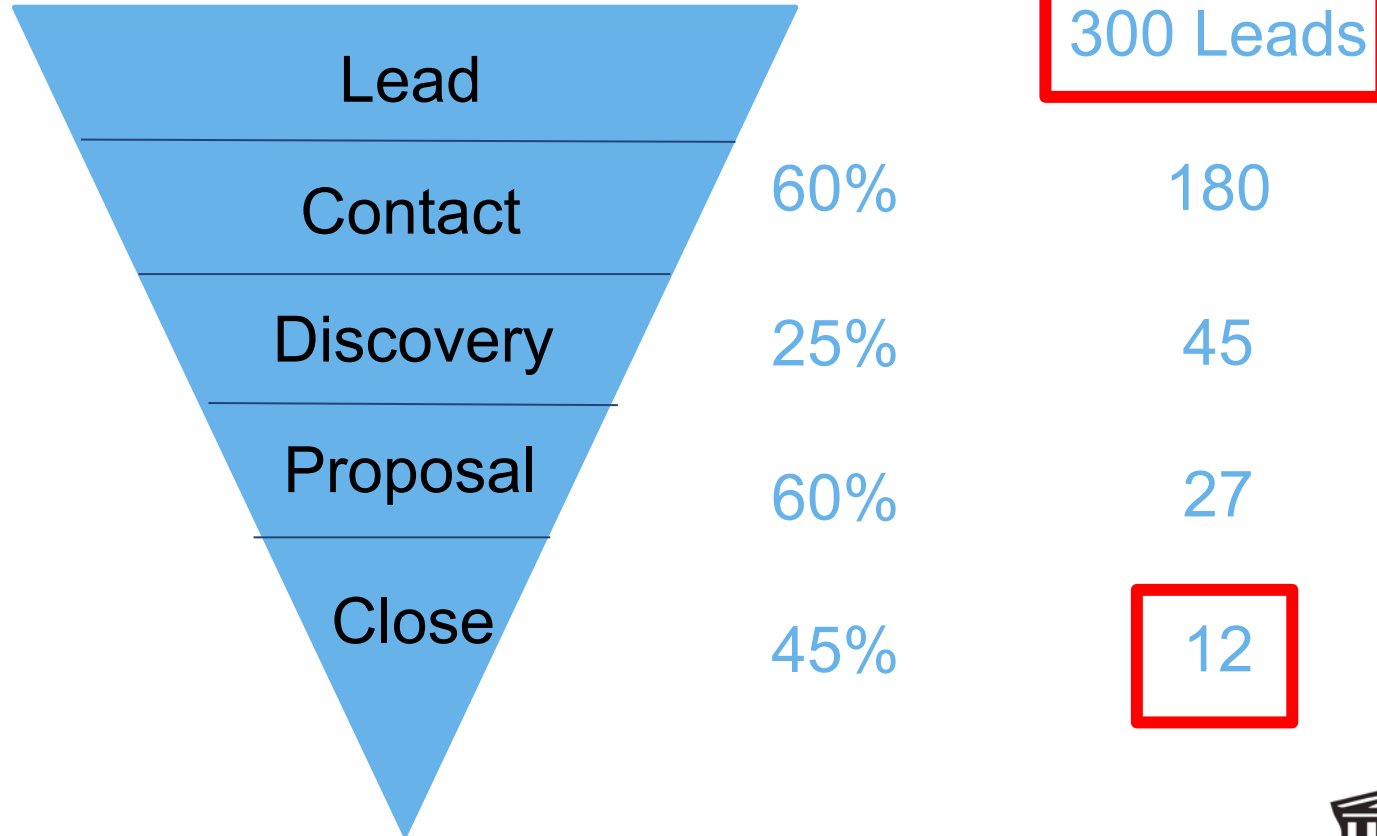
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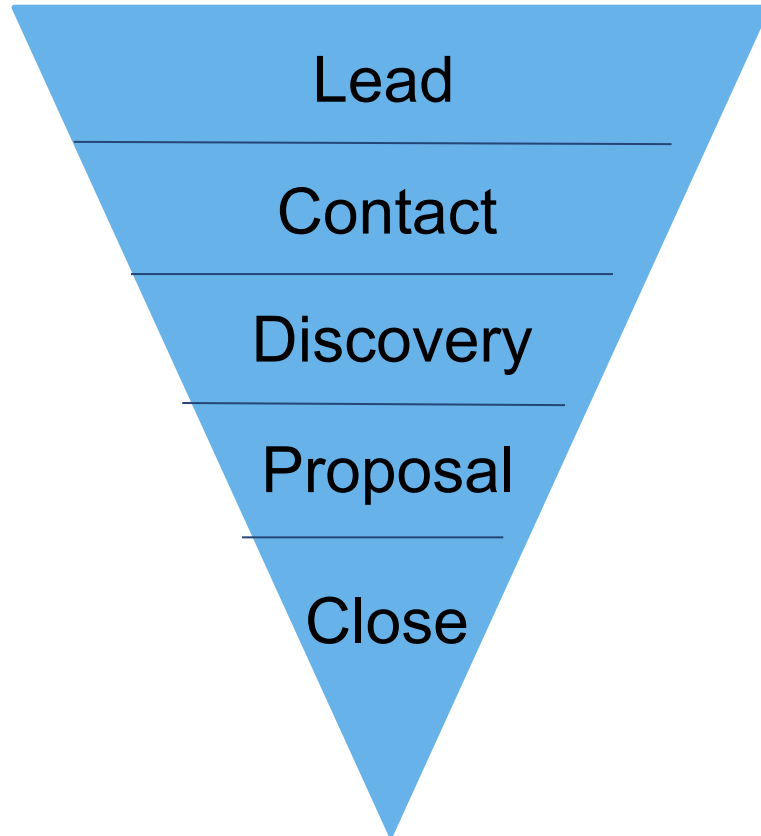
45%

8

+50% improvement with 50% more leads?



Or 50% sales increase with a 10% improvement in 5 areas?



220 Leads

66%

145

27.5%

40

66%

26

49.5%

13

4 Sales Process Success Indicators

1. Quality and consistency of lead flow
2. Quality and depth of conversations
3. Quality and tenacity of follow-up
4. Leveraging technology strategically

Sales Process ROI

“We discovered that sales forces were most effective at managing their sales pipelines if they had invested time in defining a credible, formalized sales process.

In fact, there was an 18% difference in revenue growth between companies that defined a formal sales process and companies that didn't.”

– Harvard Business Review (Jason Jordan Jan 21 2015)

Vague Criteria Example

“Big organizations that need sales training.”



Very Specific Criteria

- Tech Vendors & MSPs
- 10+ sales people
- In Vancouver, Toronto, or Washington State
- \$20 million + revenues per year
- Sells B2B solutions and products
- Is Growing or in transition
- Direct access to decision makers

The ABC 's of Targeting

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

70/30 Selling



Talk/Listen Ratio



46% Talk / 54% Listen

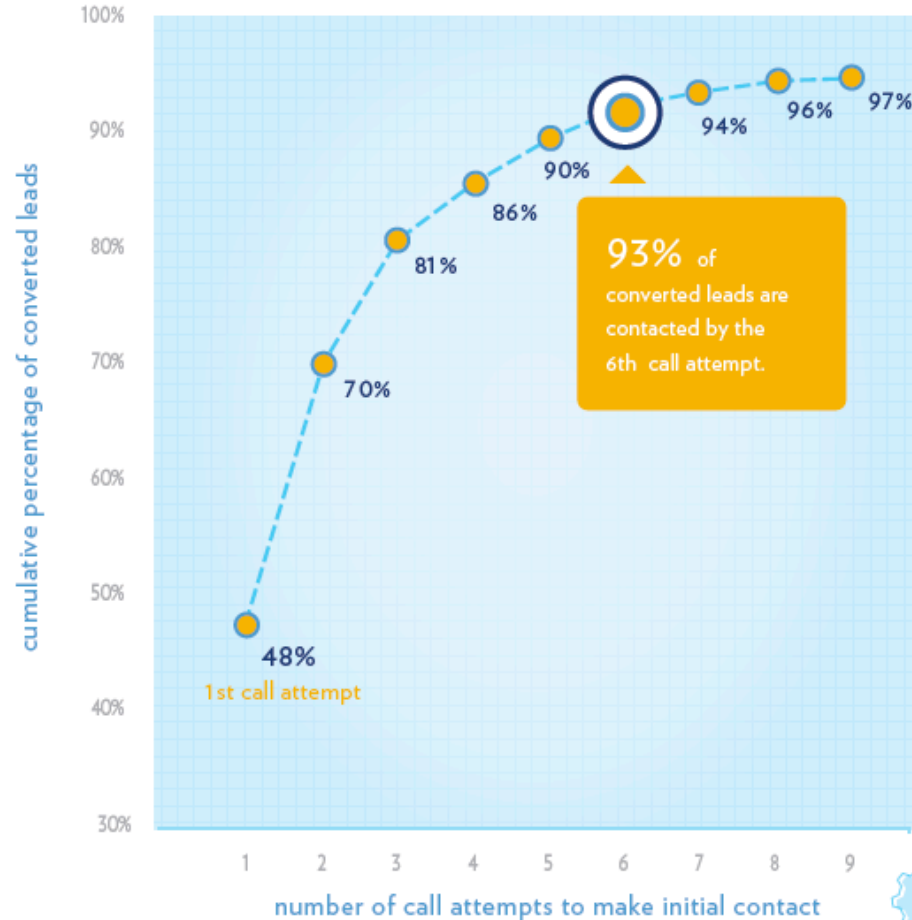


The talk-to-listen ratio of winning discovery calls is 46/54. The best calls are a natural, balanced, two-way conversation with your customer (rather than an interrogation).

Velocify Study:

Follow-up 5-6 times

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

Its not about “touching base”

It's about adding real value and displaying uniqueness every contact we make with the client.

Touches

- In-person meeting
- Social Get-together
- Phone Call
- Lunch / Meeting
- Handwritten cards
- Networking event
- Conference
- Trade shows
- Board of Trade / Chamber Events
- Personal email
- Drop-in
- Industry Functions
- Text
- Team member contact
- Senior management contact
- Refer business
- Ask for advice
- Share an idea

Social/Digital Touches

- Twitter interaction / question
- LinkedIn connection, comment, like, message
- Facebook like, comment, message
- Forward relevant blog
- Whitepaper / Case studies
- Sharing their content
- Company email / newsletter

Social Selling

2017 Study by CPSA and Shane Gibson:

- 86.46% of respondents access social media at least once daily and 90.05% also met or exceeded quota.
- 50% of non-users missed quota last year.
- Those that used it for work 1-3 times a day outperformed non-users and users that used it 5+ times per day.

CRM Software

2017 Study by CPSA and Shane Gibson:

- 84.28% of respondents had a CRM in place. Of those, 72.76% met or exceeded quota
- 87% of sales people who don't use a CRM missed quota.
- 34.93% of respondents use Salesforce.

Building Your Sales Technology Stack

1. CRM
2. Lead Generation
3. Contact Enrichment and Intelligence
4. E-mail intelligence tools
5. Sales Work-Flow
6. Social Selling
7. Artificial Intelligence

My picks for CRM



Microsoft
Dynamics™



Lead Generation & Management

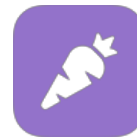


SALES NAVIGATOR

Contact Enrichment and Intelligence



Email Intelligence Tools



Prospect.io

Sales Work-flow



Social Selling



“roughly half of today’s work activities - including large numbers of white-collar roles - could be automated by 2055.”

(A future that works: Automation, employment, and productivity) – McKinsey Global Institute

“In Iron Man, you've got a gentleman who puts on a suit and becomes a super hero. What we want to do with sales is exactly that.

We want to take the subjective sales person who is guessing about what they should do (and) how they should do it and we want to ... encapsulate that with a machine so they become a super sales person.”

- Gabe Larsen of InsideSales Labs



AI (Artificial Intelligence)



Summary

- Well documented ideal sales process
- Integrated with social selling
- Driven by CRM and a full sales tech stack
- Creates Exponential Sales Growth

Summary

Focus on your ideal client segments

+ Be a 70/30 communicator all of the time

+ Follow-up frequently and systematically with value

+ Invest in sales technology (CRM and Social)

= This will bring you exponential sales growth!

Thank-you