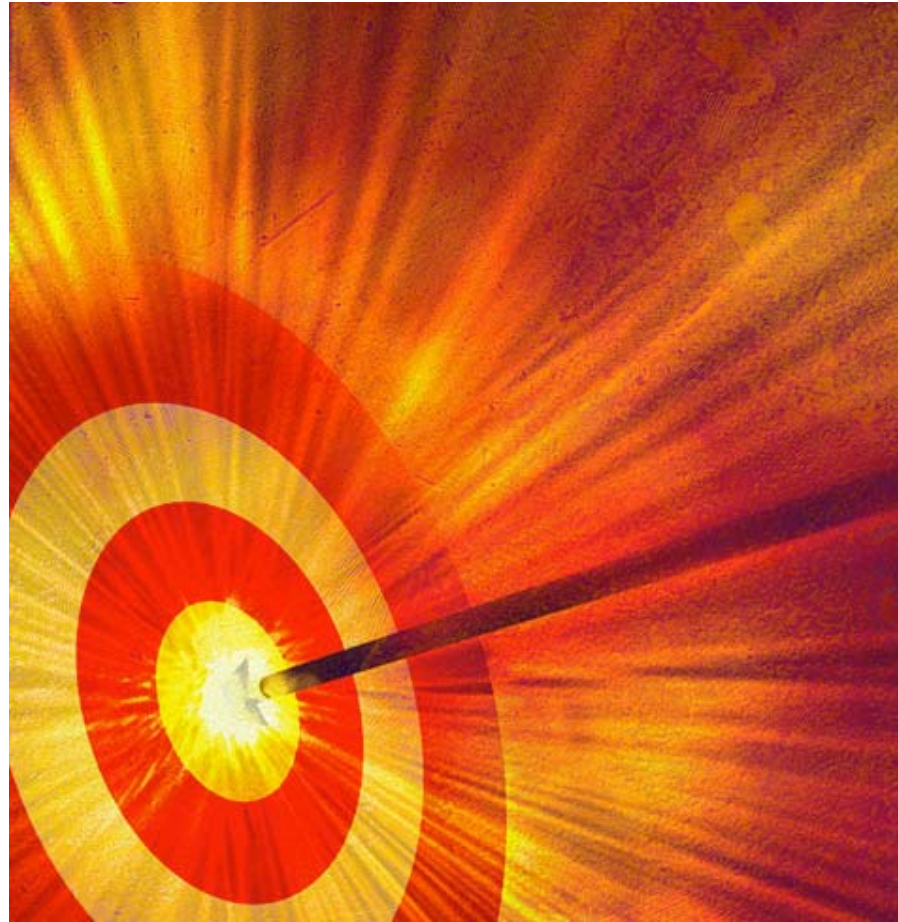


A Winning Sales Approach®



John Leach
Winning Pitch plc



Winning Pitch

Our Aim Today

- ✓ Share with you the **practices** of high performing sales organisations
- ✓ A **formula** for achieving sales supremacy in your business
- ✓ **Tools** that drive personal and corporate sales performance



Winning Pitch

Introductions

- ✓ Winning Pitch plc - Building high performing entrepreneurial organisations
- ✓ Business growth coaching - Researching, doing, broadcasting (Internet TV station)
- ✓ £5M business delivering throughout the UK and overseas
- ✓ 0 - plc in 18 months (Floated on PLUS, formerly Ofex in December 2007)
- ✓ Author of *“Pitch Perfect- Feel the Impact of a Winning Sales Approach”*
(John Wiley & Sons Ltd, April 2004)
- ✓ Success Factor - 100 Ways to a Winning Mindset (Crimson Publishing April 2010)



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High Performing Individuals - *“Attitude vs Skills”*

1. Clear Vision

Crystal clear end point

2. The Competitive Edge

Innovation and differentiation

3. Hunger

Driven by desire, success and achievement

4. Passion

Making a difference

5. Live In The Customers World

Understand the customers thought processes - *“press the right buttons”*

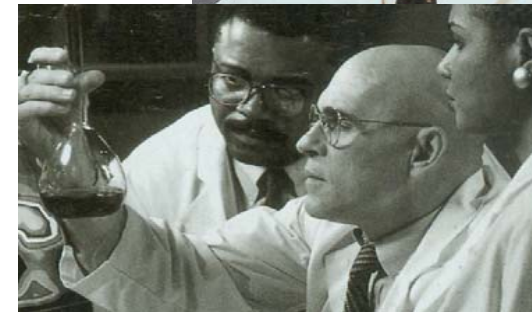


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Who Do Customers Want To Deal With?

American Research Says (1000 interviewed):

1. Nice person
2. Reliable
3. Trustworthy / Honest / Integrity
4. Know their stuff
5. Understands what we are trying to achieve

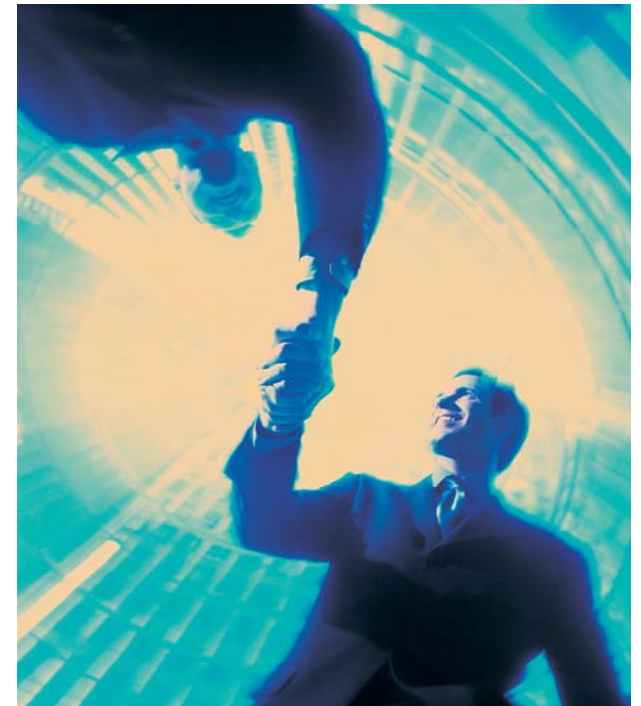


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What Do Customers Want? - Having the right *“mindset”*

“The over-riding objective is to become a valued resource to the customer, rather than someone who sells.”

Robin Fielder
Management Guru



The UK Sales Mentality



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The Landscape - things are changing

- ✓ Competitive pressures - *"More for less"*
- ✓ Customers want to work with fewer providers
- ✓ More suppliers, service differentiation becoming difficult
- ✓ Longer lead times to winning business
- ✓ Embracing new technology to connect with customers
- ✓ Emergence of new business models
- ✓ Er's vs I's



“An Innovative Sense of Urgency”





Business As Usual?

Always Look for For New Ways



What Makes You Different?



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Applying the *“Memorable Principle”*

“We remember the things that are outstandingly different”

- ✓ Doing something or giving something that was not expected
- ✓ Going the extra mile
- ✓ Rapid response - levels of customer service
- ✓ A company representative and our people
- ✓ Our product knowledge
- ✓ In depth understanding customer needs
- ✓ Providing details of colleagues that can help in other ways
- ✓ JUST CARING ABOUT WHAT YOU DO !



So what behaviours and skills are needed for a customer focused sales culture?



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The Starting Point - sales cultures



Y C D B S O Y A



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Persistence - Rocket Science ?

- ✓ It takes 9 calls to reach a decision maker
- ✓ 50% of sales people give up after the 1st attempt
- ✓ 92% of sales people give up after the 5th attempt

ONLY 8% of sales people persist !

US Research



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The Fundamentals

Functional Mastery - I really do know what I am talking about, understand my customers environment and the competitive situation.

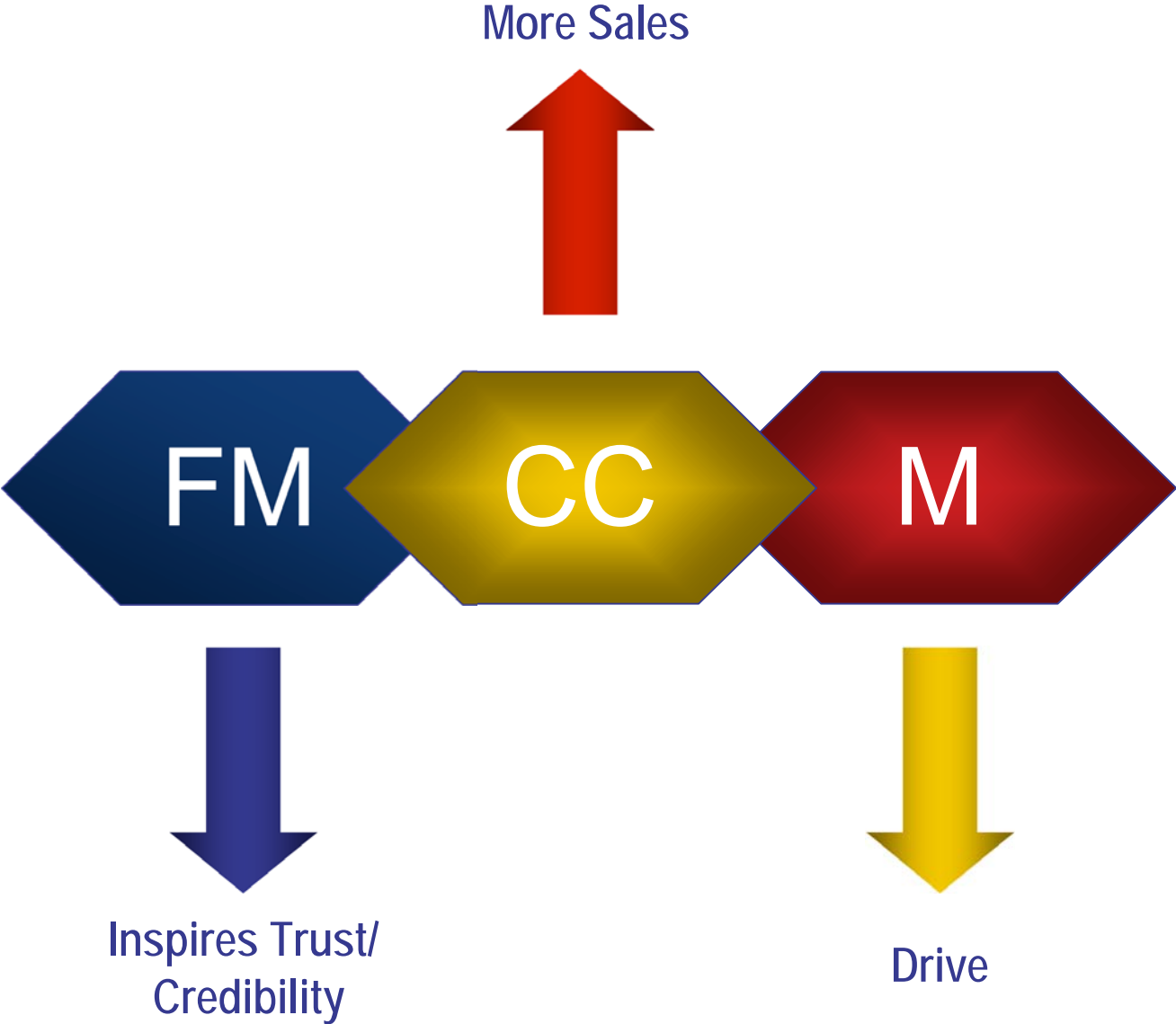
Customer Connectivity - Finding, reaching, winning & keeping customers in an effective manner!

Momentum - Individual and Organisational fire in the belly!



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The Link



Another View

Success = F M x C C x M



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Functional Mastery

- ✓ Living in the customers world

 - Their challenges and needs

 - Trends and developments in their markets

 - Drives product/service development

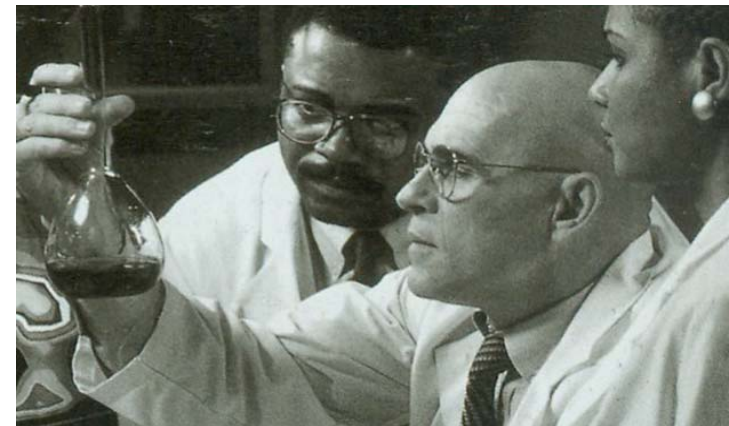


- ✓ Knowledge of your products and services

 - Features, benefits, impact, evidence

 - Testimonials

 - Providing solutions



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Functional Mastery

✓ Competitive position

How do you compare?

What makes you different?

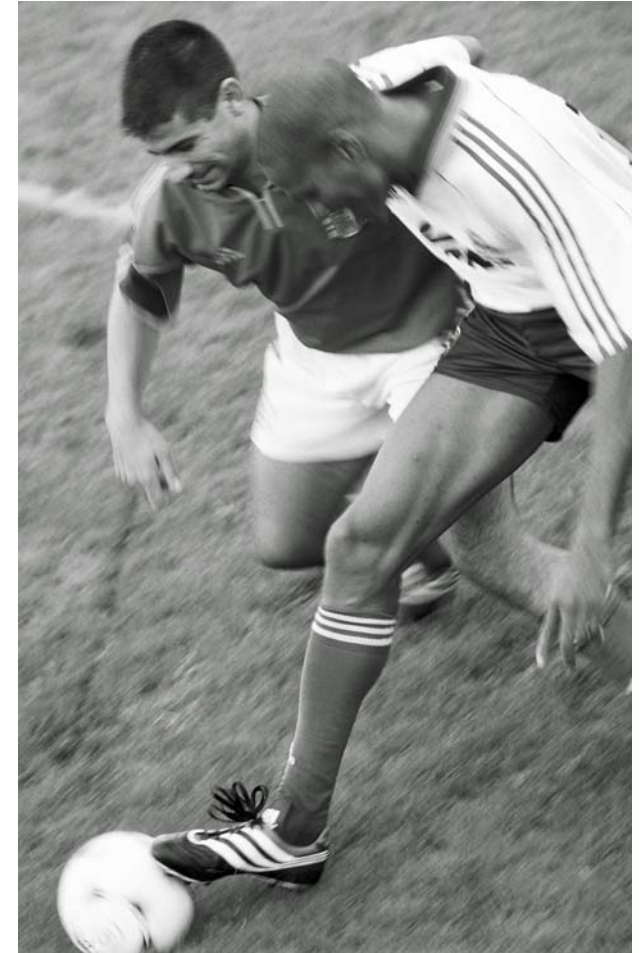
Understanding their moves

✓ Organisational capability

The skills of your team

Strategic alliances and partner networks

Unleashing the skills from “within”



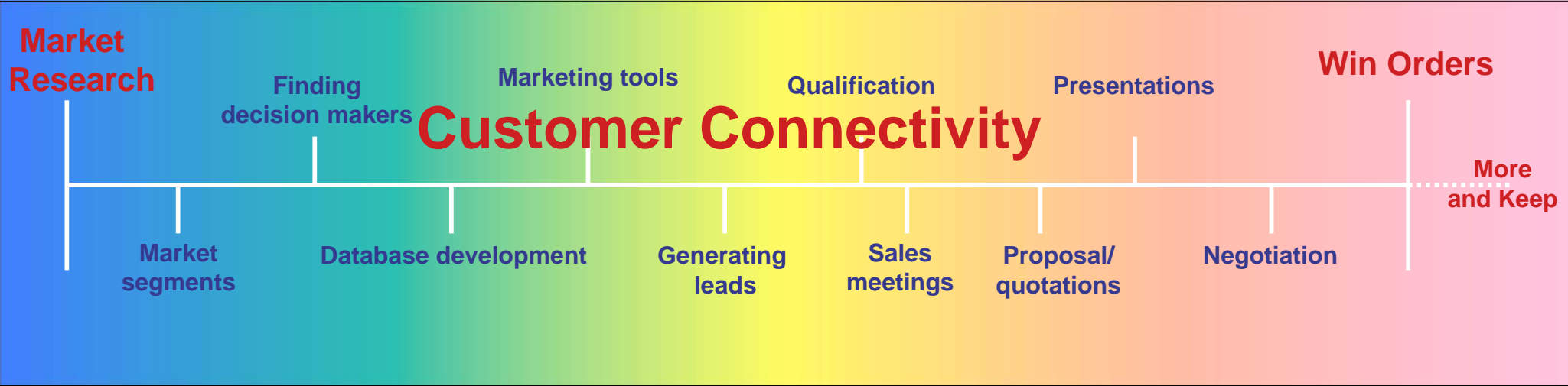
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Customer Connectivity



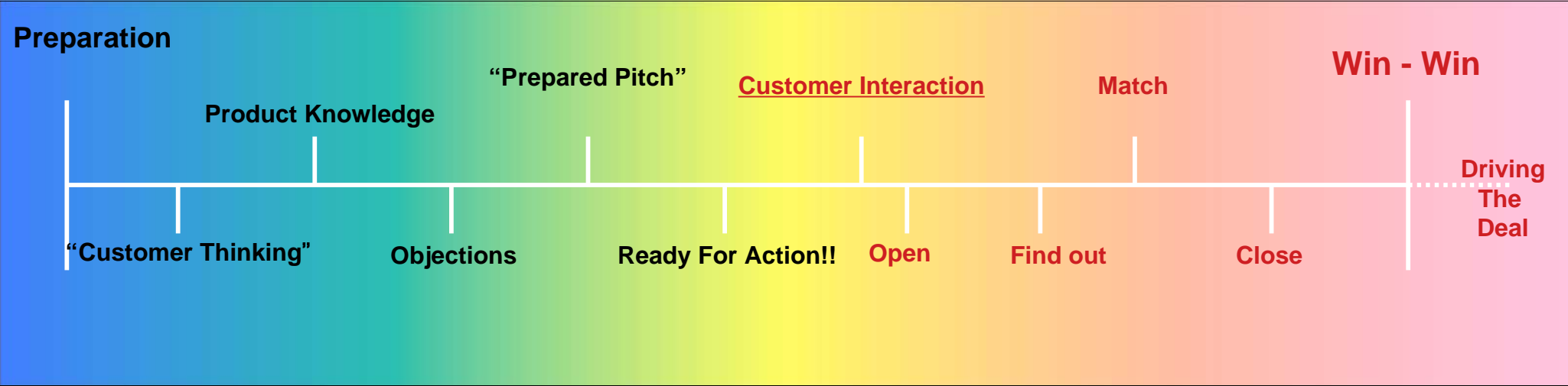
Customer Connectivity - Company Sales Engine

Strategy and Clear Route to Market



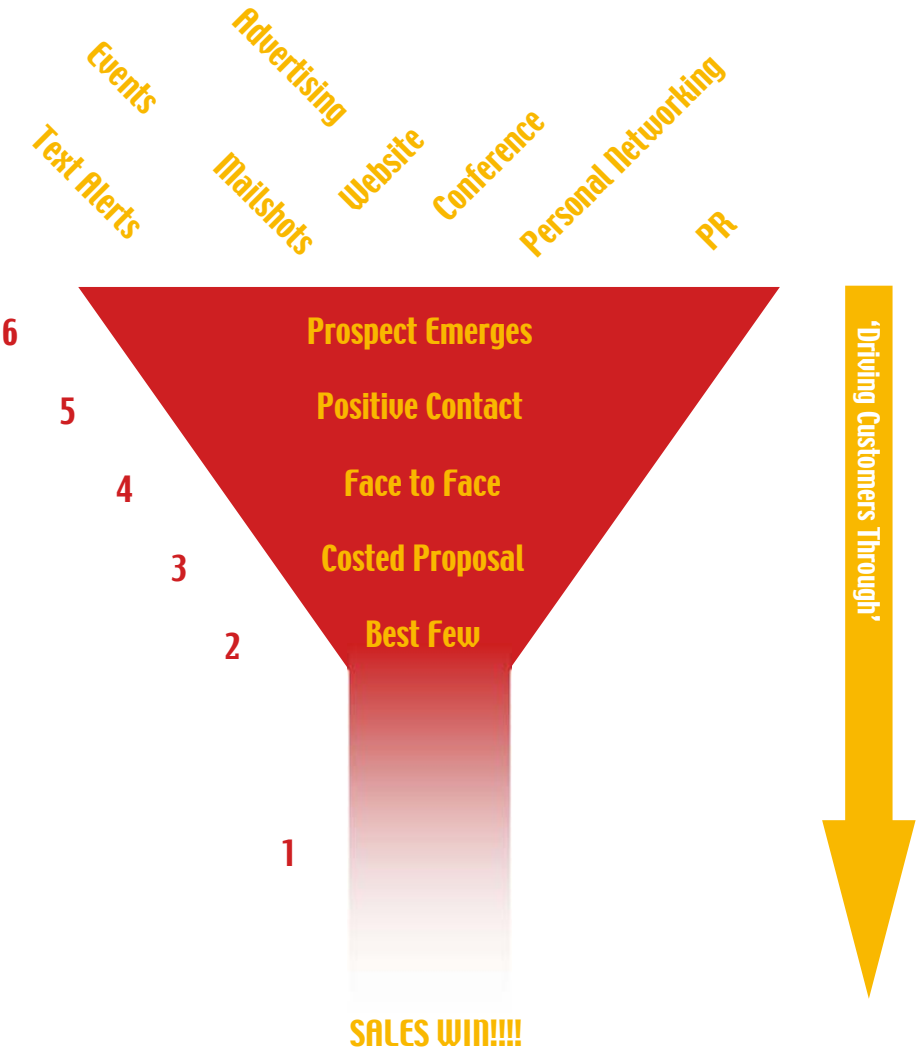
Customer Connectivity - Doing The Deal

What's In it For Them?



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Sales Funnel



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Momentum - Human Performance

An ability to consistently perform at personal peak performance

THE INSPIRED YOU!



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Getting into the Winning Zone

“The Ideal Performing State”

- ✓ Self belief and awareness
- ✓ Focus
- ✓ Attitude
- ✓ Balance
- ✓ Personal responsibility
- ✓ Work ethic and hard graft



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A Thought on Momentum.....

"There is no traffic jam on the extra mile"



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The Winning Formula - It works !!

Success = F M x C C x M

www.winning-pitch.co.uk

